THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

•

May, 1948

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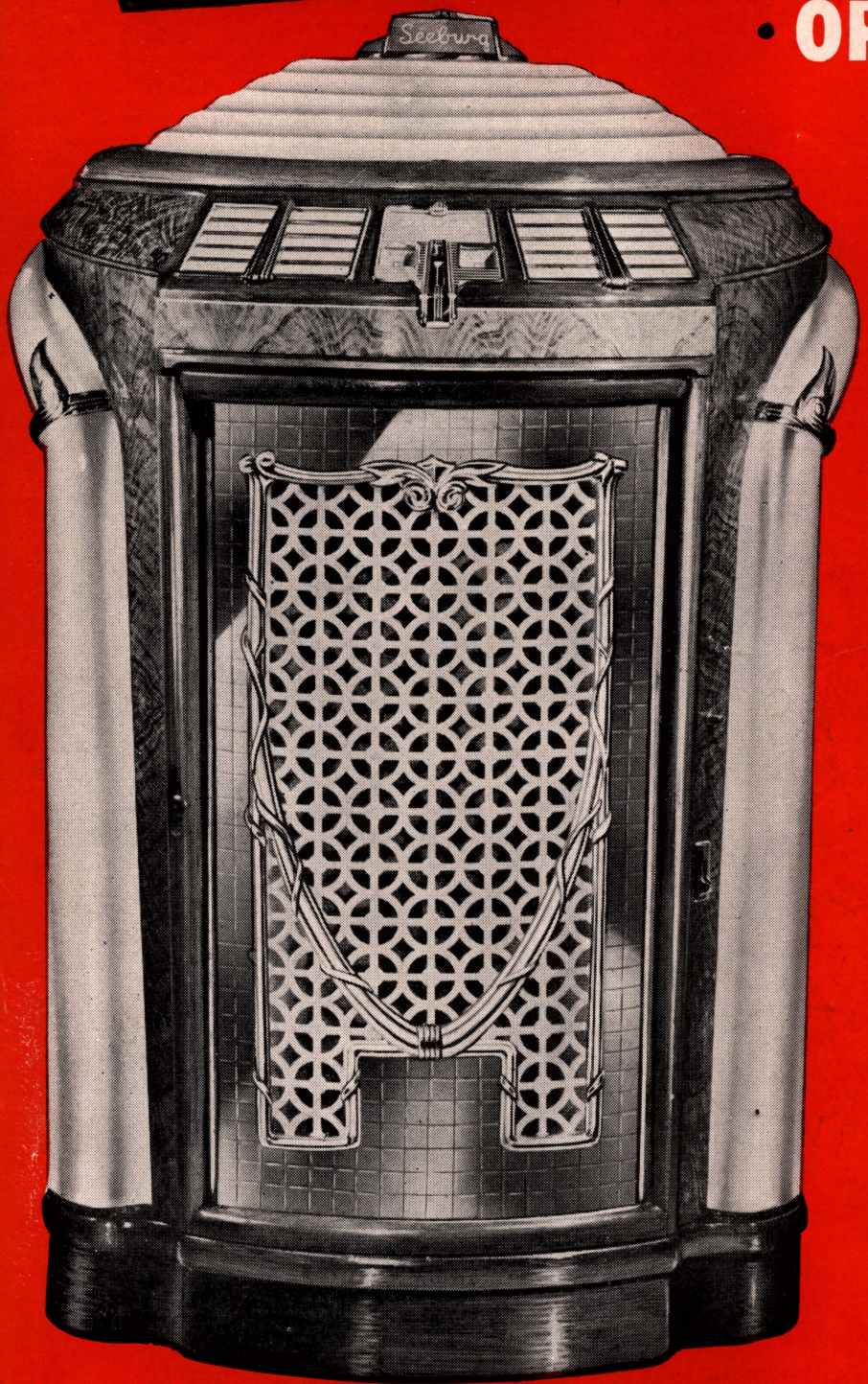

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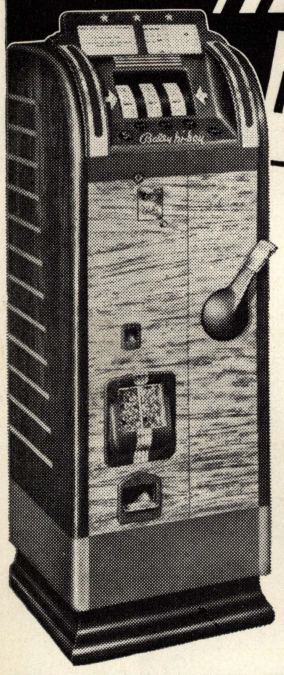

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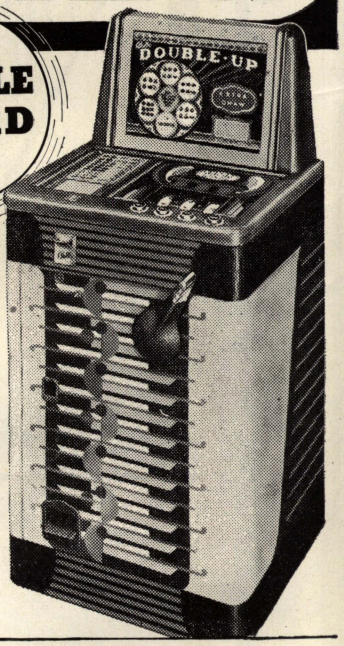

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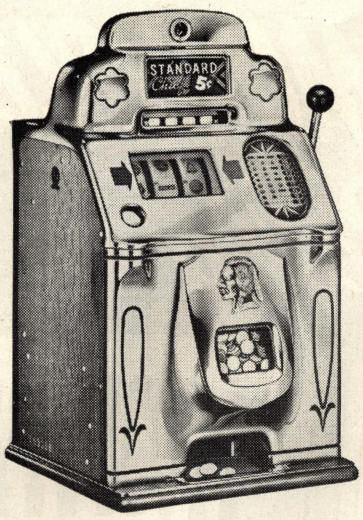

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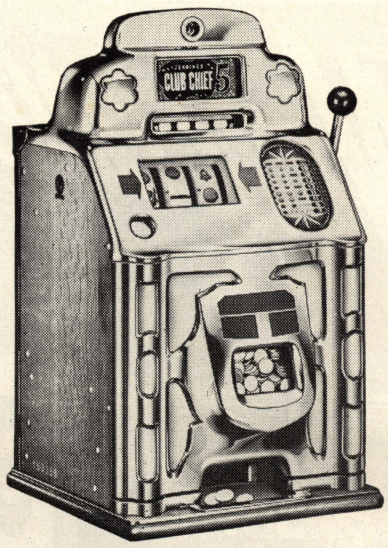

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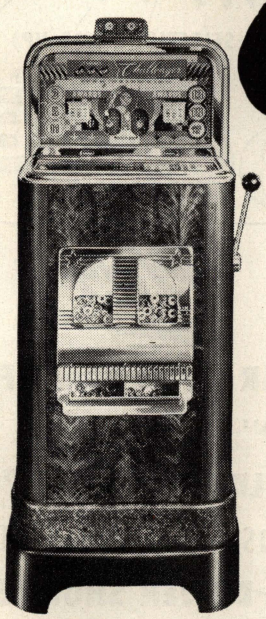

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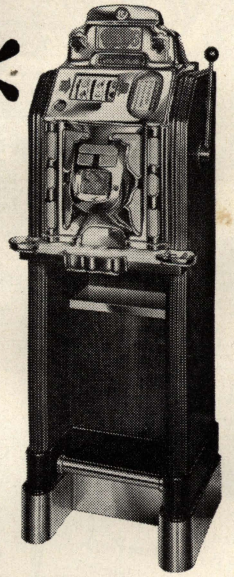

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THE COIN MACHINE REVIEW

MAY 1948

The 178th CONSECUTIVE MONTHLY ISSUE

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BUSINESS REVIEW . . .

The business world is now dominated by all the reactions that come in the pursuit of our national war plans. In this column one month ago, it was stated that the effects of the commodity price break in February were being quickly displaced by the much bigger problem of war plans.

Plans have already gone far enough that the major business developments during the rest of the year will be influenced chiefly by what has been done within a short period of one or two months.

Business men will have a lot of responsibility in deciding what to do, and the reviewers and crystal-gazers are having a tough time trying to analyse the situations that come and go so rapidly.

All of the factors covered in this digest from month to month are now vitally affected by the course of war plans. Some of the many views, suggested by business and government leaders, may be summarized as follows:

1. Many now believe that, with the commodity break in February, the making of a real recession was getting under way. A similar situation developed early in 1947 and then disappeared. Recent developments now seem to have definitely postponed any business recession for this year.

2. Except, that so conservative a paper as the N. Y. *Journal of Commerce* warns that Russia could become very agreeable and maybe pull all the punch out of our national program. This is just an idea.

3. There are still a lot of cross currents in business, but the new trend is definitely upward and the over-all result is inflationary.

4. Speculation is the order of the day, guessing as to how far-reaching war plans will be, what shortages will develop, how most money can be made, how serious the prospect of war really is, what it will all cost.

(See BUSINESS REVIEW, Page 12)

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Coin Machines Get Square Deal In State Legislative Sessions

CHICAGO—State Legislatures have about completed their sessions for the year, although Arizona, California, Massachusetts, Mississippi, Missouri and New Jersey sessions had not been adjourned at the time of this report. But no serious action relating to coin machines was expected further in any of the states.

Louisiana session, scheduled to open May 10, still lies ahead. The Arizona session was bound to one special problem and not open to new bills and the Missouri Legislature has been following a program of intermittent adjournments.

Dudley C. Ruttenberg, managing director of the legal, public relations and general services of Coin Machine Industries, Inc., said some constructive accomplishments had been recorded in the legislative field, and that for the rest of the year the legal problem shifts to cities that may threaten unfair taxation.

He said much time and effort is being put into preparations for giving legal services to the Industry in 1949, when legislation may be expected to really pile up. CMI will have complete files of legal data and information for aid in all state and city situations, and will be ready to rush legal talent to help local coinmen when tax or legal restrictions threaten.

Ruttenberg emphasized that cooperation of the national headquarters with local coinmen in states and cities is the main goal, and that everything possible is being done to complete a national program. Much depends on quick reporting of legal situations in local areas, he said.

Up to the present, legislation in relation to coin machines this year had been most prominent in Kentucky, Mississippi, New York and Virginia legislatures. Legislation in Virginia, as reported in previous issues of AUTOMATIC VENDING, represented a decided victory for the vending trade. A per-machine tax was repealed and replaced by an occupational tax on the operator.

In New York, vending machines have

Games Gradually Return To N. Y. Locations

NEW YORK—Newspaper comment on the recent influx of pin ball equipment into the city brought about a police survey of the local game situation. Count disclosed 4504 coin-operated amusement games, making no distinction between roll downs and plunger-type (pin ball) equipment. In the pre-war era, before the La Guardia administration banned the equipment, there were 16,000 games in the city.

Locations included 4298 candy stores, taverns, etc., and police tallied 152 operators, 11 distributors, and 2 manufacturers as operating within city limits. While the survey stressed the fact that no awards or free plays were being offered by location owners, some 830 games were in sites within 500 feet of schools.

Follow-up to this was a check by the Board of Education truant officers on stores in the vicinity of schools, and a warning to storekeepers housing coin games. Meanwhile, Associated Amusement Machine Operators Assn. (AAMONY), operators' trade group, had gone on record prohibiting its members from spotting games in locations within 250 ft. of schools and churches.

Current situation is something of a stalemate. While operators report favorable earnings from machines now on location, they would like to obtain some sort of licensing provision to give themselves legal status. A few arrests of location owners have been made, and the outcome of these court cases may determine future city policy. In the interim, operations here are on a day-to-day basis.

At a recent meeting AAMONY unanimously elected Louis Rosenberg (Arrow Amusement Corp.) as its president to succeed Joe Hahnen (Gordon Amusements).

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been removed from the enabling act which encouraged local taxation of vending machines, and the new amendment (Chapter 278—Laws of 1947) is an enabling act permitting local governments to tax amusement machines at the rate of $25 per year. A proposal to tax machines in general at $50 a year, never considered very serious as a threat, was defeated.

Legislation in Mississippi suddenly flared up during March and became threatening.

A bill proposed to increase the 1944 tax rates (Chap. 131—Laws of 1944) on amusement machines by 100 per cent, and this bill passed both houses and was signed by the Governor on March 23. But a bill favorable to the Industry was then presented, to undo the big tax hike and, after legislative maneuvering, the new bill which increases amusement machine rates by 50 per cent above the 1944 fees became law. Under new law, rates on penny amusement devices remain at old rate of $8 per year, and tax on coin radios is $4 per year. Mississippi also had a proposal for a $100 tax on soft drink vendors, said to have been promoted by bottlers who do not operate vendors, but this bill was reported unfavorably by a House committee.

Kentucky Legislation

After having tax bills for many years, the Kentucky Legislature finally passed a new law this year (Page 83—1948 New Laws), after strong opposition by the organized trade. But united efforts of the Industry did accomplish some important results in amendments to the bill that was called an Administration bill and therefore destined to pass.

Amendments included provisions for transfer of license tags and for setting limits to the tax rates which cities could assess. Law limits city rates to not more than the state tax, although first class cities (Louisville) may assess double the state rate.

Penny machines of all types were also exempted from the state tax, and the three amendments thus secured by the trade were considered as highly important.

The Kentucky law includes taxable machines under the general definition of "Coin Machines" and 13 lines are used in the bill to describe the coverage—broad enough to include legal amusement, music and vending machines. Some important types of vending machines are exempted in the text, including candy, pop corn, postage stamp, and service machines.

The tax imposed is in the nature of an excise tax, payable by the owner or lessor of the machine, in yearly or semi-annual installments. Rates are $10 per year for each taxable machine that operates for five to nine cents; and $15 per year for machines that operate for 10 cents or more. Machines already paying an occupational tax, such as cigarette, soft drink and ice cream vendors, get credit for amount of occupational tax in paying the new fees. The tax year runs from July 1 to June 30.

The Review Calendar...

Important Dates

May 1 —May Day
May 2- 9—National Boys' Week
May 2- 9—National Family Week
May 2- 9—National Music Week
May 3- 9—National Restaurant Week
May 8 —V-E Day, 3rd Anniversary
May 8-15—National Golf Week
May 9 —Mother's Day
May 9-15—National Raisin Week
May 12 —National Hospital Day
May 15 —Straw Hat Day
May 16-22—World Trade Week
May 23 —"I Am An American Day"
May 24-31—Buddy Poppy Day
May 30 —Memorial Day

Conventions

May 7- 8—Region III and A Meetings, National Automatic Merchandising Assn., (Delaware, Maryland, New Jersey, Pennsylvania, Virginia) Mayflower Hotel, Washington, D. C. Neil Mitchell, chr., Region A, Aaron Goldman, chr., Reg. III.
May 9-11—National Peanut Council, annual convention, Soreno Hotel, St. Petersburg, Fla.
May 17-21—National Assn. of Broadcasters, annual convention, Biltmore Hotel, Los Angeles.
May 23-27—Super Market Institute, annual convention, Chicago.
May 23-26—Flavoring Extract Manufacturers Assn., annual convention, Hotel Pennsylvania, New York.
May 31-June 2—Southeastern Peanut Assn., annual convention, Biltmore Hotel, Atlanta.
June 13-16—National Candy Wholesalers Assn., annual convention, Hotel Sherman, Chicago.
June 13-19—National Dairy Council, Edgewater Beach Hotel, Chicago.
June 14-17—National Assn. of Music Merchants, Palmer House, Chicago.
June 14-17—Radio Manufacturers Assn., Stevens Hotel, Chicago.
June 20-25—National Confectioners Assn., 22nd Confectionery Industries Exposition, Grand Central Palace, New York.
June 20-24—National Assn. of Retail Grocers, Atlantic City, N. J.
Aug. 18-21—National Food Distributors Assn., Chicago.
Oct. 25-27—International Assn. of Ice Cream Manufacturers, Atlantic City, N. J.

Rift Develops At Four-State Meet

MINNEAPOLIS—A difference of opinion between Minneapolis distributors and convention officials had put the success of the four-state convention of Upper Midwest operators' associations in doubt a few days before the two-day show opened here at the Raddison hotel April 26.

Nevertheless, preparation for the convention-exhibition, the first post-war display to be held in this area, continued without change during the week preceding the meeting.

The rift between the distributors and convention officials developed several weeks before the convention over the advisability of holding a four-state gathering here in view of the Minnesota administration's current campaign against games and gambling devices. Although Twin Cities operators were taking various views on the issue, a large number promised to stay away from the convention. Four Twin Cities distributors announced they would not participate in the convention.

Hy Greenstein of Hy-G Music Co., Minneapolis, said that he and three other distributors were not only convinced that the convention date was ill timed but that it would arouse adverse publicity that might well bring about another anti-gambling crack-down throughout the state.

"The situation here has returned to a semblance of normalcy during the past few months," he added. "But by holding a convention-exhibition in Minneapolis now—at the outset of the Northern Minnesota's tourist season—is bound to cause trouble."

Ken Ferguson, Stillwater operator, in charge of convention publicity, however, did not share the Twin Cities distributors' outlook. He insisted that if the convention produced unfavorable publicity then the industry should counteract it by correcting false impressions the public may have.

As the REVIEW went to press Ferguson reported that he had the assurance of three distributing firms in St. Paul that they would exhibit their equipment. He added that a number of manufacturers had arranged for exhibit space which the four operators' associations were selling for $38.

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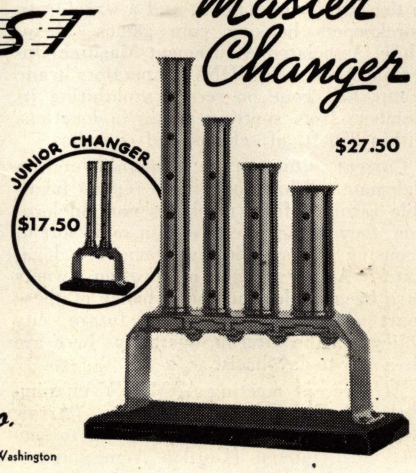

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Gas Stations as Locations

— A TRADE STUDY —

In its monthly reports on retail trade over the country, the U. S. Department of Commerce calls them filling stations. In its booklet for veterans, on how to get into the business, the Department calls them service stations. In THE REVIEW Chart of Locations they are called gas stations.

A government report says the gas station has advanced in 25 years from chiefly an adjunct to some other business to be a retail business in its own name. Modern stations are becoming more and more important as outlets for a variety of merchandise and services.

Gas stations have been recognized as acceptable locations for several types of coin machines for a number of years, depending on the space and a number of other factors. They are not the most important type of location for machines but they are increasing in favor as the modernization trend spreads in the station field.

In a check of a group of REVIEW readers, one operator who had only music machines reported having a few gas stations as locations. Due to the fact that operators sometimes class motels, drive-ins and highway eating places that sell gas, as gas stations, it is not easy to make an accurate check on this point.

Among a group of operators who have both music and amusement machines, 55 per cent had some machines in gas stations. Among the total number of locations of all types reported by the group, gas stations made up about 10 per cent of the total. Among a group of operators who had vending machines only, 60 per cent of them reported having some machines in gas stations. Among all the types of locations reported by this group, gas stations made up about 6.3 per cent of the total.

The vending machine operators surveyed included only one large firm, the rest being individual operators of candy, cigarette and bulk vendors. Some of the most conspicuous expansions into the gas station field have been made by large operating firms.

On a numerical basis in the United States, gas stations rank fourth among the 35 or more types of locations generally known to the coin machine trade. In numerical order, the locations rank as, 1. Apartment buildings, 2. Grocery stores, 3. Restaurants, and 4. Gas stations. In these four types of locations there are some so very small that they cannot be considered as profitable for coin machines of any type. But on the basis of total numbers, the above rank is based on official statistics.

In January 1947 the total number of gas stations was generally given as 205,000, but the official report for 1939 showed a total of 241,858 stations. The war is said to have decreased the total number by about 25 per cent, an official tabulation for 1944 giving the total as 172,700.

The postwar trend revealed a decided spurt upward in 1946, as veterans began to open stations, but this movement is said to have slowed down to some extent. At its annual meeting in December last, the National Congress of Petroleum Retailers reported the total number of retail gas stations to be about 225,000. This figure would suggest a gain of about 20,000 stations for the year 1947, although the January and December figures were reported by two different sources.

Stations Vary

Operators will consider gas stations as prospective locations on basis of accessibility and also on basis of traffic or business done. Gas stations vary from the small cross-roads grocery that may have one or two gas pumps to the syndicate establishments that cost thousands of dollars. The *Saturday Evening Post* recently reported a super station near Los Angeles that cost a million dollars to build. Government bureaus usually group stations on basis of annual sales into two groups, those having annual sales of less than $20,000 and those having annual sales above $20,000. Of the 231,000 individually operated stations reported by the government in 1939, a total of 201,000 had annual sales of $20,000 or less.

The national average of sales in 1939 was $11,670 annually, while for 1946 the average annual sales was running about $18,000. Statistics are not available to show at what annual sales level a station becomes a profitable location for coin machines. Bulk vendors are placed in small stations in some areas and games may be used to help pay the overhead on small stations also, by catering to habitual players.

Before the war, more than half of the individually operated stations were located in or near towns having a population of 2,500 or less, or on the highways. Annual sales of these stations averaged about $7,433, but some highway stations do a tremendous business.

As to ownership, stations are classed as either individually operated, or as a chain system. During the recent scarcity of gasoline, independents have complained much that chain or syndicate systems had an advantage in getting supplies of gas. The large operating firms usually have the advantage in placing coin machines, in most all cases vendors, in the large chain systems. Individual operators of machines naturally gain most by catering to individually owned stations.

There are some chains that are national in scope but the majority are probably confined to city trading areas. An oil trade paper reports on a locally owned chain in Buffalo which now operates 44 stations in the city, and plans to build 26 new stations as fast as conditions permit. Similar operations can be found in many cities over the country.

When an attempt is made to classify gas stations so that operators could decide on which would be suitable for some type of coin machine, it is found that endless variations exist in the thousands of stations in all parts of the country. Even climate has much to do with the type of machine that may do best in a gas station, as shown by the competition in placing soft drink vendors over the South during the summer of 1947.

A book could be written on the variations in types of gas stations, in different sections of the country, and the setup and type of business they do. The chain systems of stations, and the large operating firms that seek this type of station, have worked out checking systems and also plan more on vending machines in postwar merchandising plans.

The individual operator who works in a limited territory can find no better rule than to study each station in his territory and make actual tests of different types of machines. The one thing he needs to keep in mind is that a new postwar expansion in the gas station field is under way, although delayed by construction problems, and that gas stations will use more coin machines than ever and become more important for coin machines.

What Machines?

As suggested, the best thing the individual operator can do in his territory is to work out a plan to test stations and also types of machines that make a profit in them, guided by his own knowledge of his territory. Past history also offers a lot of experience to guide in types of machines for stations, keeping in mind that times are changing fast in the postwar period.

1. The summer of 1947 indicated that the emphasis is on soft drink vendors, of the bottle type, the movement being pushed by competition among the major manufacturers of soft drinks to get outlets for their brands.

The use of manual coolers for several years before the war, at gas stations, had shown the value of the outlets for drinks, and had created a ready-made market for the vendors. The rush to get out the vendors was in the southern half of the country last year, and will be repeated during 1948. Here, climate is proving a big factor because of the much longer outdoor season. The success of soft drink vendors in gas

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stations is already proved. Now, it is a case of how well the individual operator can get into this field. Development of small drink vendors will increase the number of stations that will be profitable.

2. Candy bar vendors, with accessory gum and nut vendors, may be classed as the second type most widely used. Even large operating corporations, like Automatic Canteen, have found gas stations to be successful for these types of machines. Bulk vendors, separate from candy or other vendors, are found in gas stations all over the country. Placing of the bulk vendors apparently depends on the enterprise, or competition, among local operators.

3. Cigarette vendors have spread into gas stations somewhat on a regional basis, probably due to the expansion of the cigarette vending industry itself on that pattern. Since cigarette vending has become most concentrated in the East, it is in this region also that cigarette vendors appear to be most common in gas stations. There are some industrial areas, like Detroit, in which cigarette vendors are numerous in gas stations. There appears to be no secret about succeeding with cigarette vendors in gas stations; the station traffic determines sales.

4. Placing of amusement machines in gas stations depends much on the territory and also on the type of station. If the station features a restaurant or sandwich counter, games are often found. Territory seems to count more than anything, since some interesting variations will be found in different parts of the country. The writer has observed county seat towns in the South in which gas stations would have an outside platform or counter built up to place a row of small amusement devices, classed by Uncle Sam as gaming devices. Interesting setups can be seen in other sections of the country also.

In some sections, a gas station having a sales volume of about $10,000 annually may have inside the small building a couple of games, a counter game or two, bulk vendors and maybe a candy bar machine.

In other words, gas station placements are as variable as the country is wide. THE REVIEW check would indicate that amusement machine operators have more interest in gas stations than other groups of operators. Exclusive music operators seemed to have little interest in such locations.

Changing Conditions

Operators should think more of gas stations as locations for the next few years because a lot of business changes are taking place. This review of gas stations is being published in our March issue also, because the coming summer will be a good time for operators to think more of such spots in all sections of the country. Some of the business influences affecting gas stations that operators should ponder are as follows:

1. Big plans have been made by the oil companies, local chains and individual owners for expanding gas stations. Building shortages handicap the expansion now but new stations are going up. Plans had been made for ultra modern stations on a big scale, but reports on stations built last year suggest they are pretty much on the prewar size, but more modern and set up to provide for merchandising goods other than gas and oil. Here again, merchandising ideas vary considerably, but such big chains as Firestone are setting a definite merchandising ideal.

2. If an operator wants to study the gas station field, all sorts of information is available, ranging from the monthly government reports on a regional basis to specific data issued by various agencies in the oil and gas trade. There is no shortage of business information on the gas station field.

3. Current shortages and trade conditions affect gas stations in several trade regions. In 1947 travel agencies reported that the noted travel centers seemed to lose trade in favor of the smaller centers. In tourist areas, the motoring public looked for motels and smaller centers rather than the expensive hotels. This condition is expected again in 1948. A report issued the last week in January says motorists will find less gasoline next summer than in 1947; new cars have not yet met demand and owners will be more afraid to venture far in old cars than last year.

4. The new postwar emphasis on selling a variety of goods at gas stations gives more opportunity for modern vending machines. When building of new factories begins to slack, the expansion in gas stations should gain even more.

5. All signs suggest that people will spend more time at gas stations in the future, for the modern gas station will become a small store or shopping center. Before the war, gas and oil made up about 75 per cent of a station's business. During the war, the proportion dropped to about 50 per cent. In the future, sales of other merchandise will account for a bigger proportion of station revenue, and coin machines will have a bigger place in providing revenue.

6. Self-service stations and even coin-operated gas pumps are definitely in the postwar picture.

7. The big postwar road building program, not yet under way, will boost all types of gas stations on the central routes.

8. When production of cars and gas catch up with demand, gas stations will get a much bigger part of the consumer's dollar than ever before. Gains are being made fast now, with car registrations in 1947 showing a gain of about two million over 1946. On July 1, 1947 total passenger car registrations for the U. S. stood at 27,521,395. Every state had shown substantial gains in car registrations.

9. Sales volume in gas stations has shown a good upward trend in the two postwar years. The last official report, for December, shows the average gain in sales for stations over the country to have been 9 per cent; average gain for 1947 was about 10 per cent.

In the light of these and other important business facts, every operator should give gas stations a bigger place in his future planning — because the whole gas station business is due for much bigger expansion over a period of years.

* * *

CINCINNATI—There are about 150 gas stations serving as coin device locations here. Since most stations have large outside areas and only small cubicles for offices, which are seldom visited by patrons, operators are prevented from placing machines in more sites.

It is not feasible to place cigarette vendors, for instance, on the outside. They are too large and subject to weather conditions, and to being damaged by autos being serviced.

Of the 150 stations, less than a dozen are of the 24-hour variety, which is the only kind boasting cigarette machines. At these places, riders frequently alight and enter the building, either to purchase accessories or to visit rest rooms.

However, probably the largest factor determining the placing of cigarette machines is the $25 state cigarette license required for each location. A lot of cigarettes must be sold to yield a profit under such a heavy onus, and operators say receipts are only fair.

Nearly all of the 150 stations under discussion have candy, gum, and nut machines, and many have soft drink vendors.

Nuts and ball and stick gum sales are only fair, but candy is another story. Turnover here is as a rule very good, because many oil stations are located in districts with offices or factories in the vicinity, but with few food stores.

Hence, the factory and office personnel soon learn candy can be bought at the corner station, adding to the receipts.

Asked if he would advise a new operator to cultivate gas station locations, a veteran operator said that with the high cost of supplies and equipment there would be little profit for the tyro. Present operators, he stressed, must use old apparatus to make ends meet.

In addition to this, there is a $5 health department license required for each location vending edibles. This was raised from $2.00 January 1, 1948, and many seasoned operators have been compelled to pull machines from gas stations because they can't bear even this slight additional expense.

What has been said about candy holds good, in the main, for drink vendors.

The whole picture will probably be altered greatly as soon as prices of supplies and equipment reach their proper level; it is hoped then that the gas station without a coin-operated device will be a rarity.

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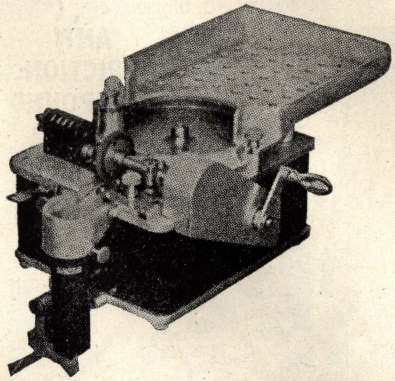

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BUSINESS REVIEW

(Continued from Page 7)

5. Early reports show a decided trek to Washington, by manufacturers, to get in on war contracts. A Chicago radio manufacturer reportedly was among the early firms to get a contract. The airplane industry is receiving the most stimulation, but full results of the planning and contracts are expected to show up early next year.

6. Ugly reports are also developing. A reliable Chicago report indicates that speculators are already active in buying up goods and materials on which shortages are expected to develop later.

7. War plans will grow in intensity as an issue in the presidential campaign and what course public opinion will take cannot be foretold. Mass psychology makes a complete shift about every six months, so there's time for a big change by November.

As to the actual prospect of war, the U. S. is already deeply involved in the skirmishes in China and Greece and can't pull out without losing face; and our ally, Britain, is involved in Palestine. So, that makes shooting already on three fronts.

As to prospect of war with Russia on a big scale, it is well to keep in mind that, before we became so agitated against Russia, the experts agreed that Russia was not in any condition to fight the U. S., unless it be in what is called biological warfare. Some experts have guessed that Russia may be ahead of the U. S. in use of germs in war and that such a method may be more deadly than atom bombs. But this is a point on which the experts are largely guessing.

A digest of current reports on important factors in the business picture follows:

ALLOCATIONS—Certain industries are still being called to Washington to discuss allocations of materials; steel allocations for the freight car program are now getting under way; but allocations are now decidedly in the background due to bigger problems about materials that are likely to arise in the war program.

AUTOMOBILES—At the time of this report, the auto industry was being curtailed as a result of the coal strike. The coal strike is not included as a factor in the digest because it is likely to be settled before this issue reaches our readers—and before, industry quickly recovered as soon as the coal strike was settled. At the moment, the coal strike is having a decisive effect on the business of the nation.

Conditions are expected to add to trend toward higher prices of new cars. Prices of used cars in the big cities have already made big advances. Need for metals in the war program may reduce car output later in the year.

BANKS—The March 15 income tax period put a burden on banks generally and the Treasury Dept. took steps to slow up the drain of tax money. Most bank activities showed declines in April; demand deposits show a downward trend. Official reports on interest rates showed a major increase in rates on bank loans for the first quarter.

BUSINESS FIRMS—The year started off with a decline in rate of new firms coming into the business picture; February showed a sharp drop from January, but this is the usual seasonal course; new business firms in Feb., however, were well below the figure a year previous. New firms for the first two months in 1948 totaled 18,873; for the first two months of 1947, it was 21,223; and in 1946 the total was 23,560 for the first two months. Business failures have leveled off and have fluctuated only slightly from week to week; the Pacific and Middle Atlantic states have been showing most failures.

CREDIT—Financing for new cars is now showing an increase, with 15 out of every 100 new cars being bought on time; prewar rate was 50 to 55 per cent. Total consumer credit dropped in February, from January, but was higher than for Feb. 1947. February charge accounts in stores declined from January, a seasonal trend.

CONSTRUCTION—New construction started during the first quarter showed impressive gains over 1947 and suggested that the trend is still upward. Industrial building started to decline last year and the downward trend seems to be still under way in new factories; home building is now leading the upsurge. A building boom is under way but many questions are being raised about possible shortages of materials and effects of high costs. A pickup in factory building had been expected in the first three months of 1948, but the pickup did not mature. Factory building is expected to level off for the year. Other commercial building has picked up from the Dec. and Jan. decline. Road building is in the headlines now, with surveys showing the new construction is not offsetting mileage worn out. Road building is still held as a backlog against unemployment.

CROP REPORTS—Official reports have been generally favorable thus far and acreage for all crops will be about equal to last year. Reports suggest a bumper crop of winter wheat and that is very encouraging. Crop reports of real significance will not be available until June.

EMPLOYMENT—Reports of layoffs and unemployment were beginning to pile up fast, by March 1, and then the injection of war plans changed the picture. Many factory adjustments are still taking place, but most recent reports call attention to shortages, or prospective shortages of skilled labor in many industries. Strikes added much to unemployment figures but these are considered as temporary. The new stimulation given to many industries by war plans is expected to take care of employment in most trades for the remainder of the year.

A significant factor in postwar employment is the installation of automatic machinery, ranging from farms to factories. Barring the stimulation of war plans, enough automatic machinery is now being installed to create one of the most serious unemployment situations within five years that the nation has ever known. If the war scare passes, this is something that will demand the attention of the best brains of the country.

EXPORTS—Both Canada and Sweden, normally good customers for coin machines, are still confronted with unfavorable balances of trade that tend to grow worse.

FARMERS—Government agencies estimate that farm income for the first quarter gained about 3 per cent over the same period in 1947. The strike in the packing industry cut farm income to some extent in April. April and May are regarded as critical months because of the planting season over much of the country. Trend in prices for farm products is generally upward.

GASOLINE—A digest of reports will be found elsewhere in this issue. War plans may increase shortage during summer and also bring rationing. An opinion survey for the oil industry shows most people favor rationing if a shortage develops; that a majority criticise the oil industry for high prices and also for the big profits made by the industry last year.

INVENTORIES—Last month the inventory trend was downward; the tide has changed some. Manufacturers' inventories were recently reported at an all-time high. New orders are being watched as clue to how quickly the country reacts to the war program; there are fears also that inventory buying may get out of control. New orders declined for many months, suggesting a general attitude of caution. Industry was still buying with caution in March but rapid changes in buying attitude are expected now. Gray markets are expected to increase considerably.

MANUFACTURING—In our last digest, manufacturing industries were being watched to see if the February slack could be overcome. Most recent reports suggest

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This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.

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an uneasy situation among manufacturers, extending even to the candy manufacturing industry. Rapid developments in the war outlook make it difficult for manufacturers to decide on future plans—whether to prepare for converting to a war basis, or to plan for an era of peace. Thus, manufacturing reports at the present time are inconclusive.

On the day this digest is being prepared, the headlines say: "Senator Capehart Warns U. S. Will Be On War Basis By June 1."

It will probably be another month or more before definite reports can be made on trends in manufacturing industries.

MONEY—Circulation has tended to decline when the seasonal trend calls for increases. Per capita dollar income for first three months of 1948 was higher than last year—but prices had advanced faster. The experts have recently estimated that the consumer's dollar is now worth about 60 cents; consumer purchasing power is the lowest since 1942. Experts have also figured on the sales dollar. Of the sales dollar, employes get 52 cents, compared with 54 cents in 1946; federal, state and local taxes take 14 cents; proprietors got 10 cents of the sales dollar in 1947, compared with nine cents in 1946. Consumer spending continues to rise.

Government money is assuming much new importance and war plans call for more and more spending this year and next, and for years to come. Spending to meet new plans now taking shape will call for about $16,000,000,000, which means a lot of money poured into circulation. Total government outlay, as estimated for next year, really gets into big money—some estimates suggest $44,300,000,000.

MEATS—This food item is inserted here temporarily because of the publicity given to meat during the recent strike in the packing industry. The public had been told for many months that a meat shortage would show up by April or May and that prices would get higher. But rumors kept circulating in Chicago that storage houses at the packing plants were bulging with meat. Significantly, the *Wall Street Journal* said in a feature report about mid-March: "Meat supplies in storage are at record levels." In recent weeks many ugly rumors have circulated among consumers in Chicago, not complimentary to the packing industry.

POWER—The coal strike reduced demands for electric power in some areas. New machinery being installed on a large scale by the utilities is now coming into use and is providing more reserve power. Recent water supply for hydro plants has been plentiful in most sections of the country.

PROFITS—As previously mentioned, a recent public opinion survey made for the oil industry, shows a majority of the people critical of the oil trade for its profits made in 1947. Official reports for 1947 show that American business set a profit record last year that is above all previous records, in peace or war. But industry costs keep rising. The outlook for the year is that profits will increase, and also costs. A few weeks ago the outlook suggested that profit trends this year would be downward.

PRICES—Since new inflationary trends have developed, the general price trend now is upward. Even farm prices that dropped so fast in Feb. reversed the trend in March. The products on which prices are now falling grows fewer in number by the week.

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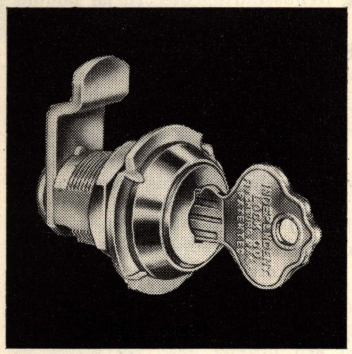

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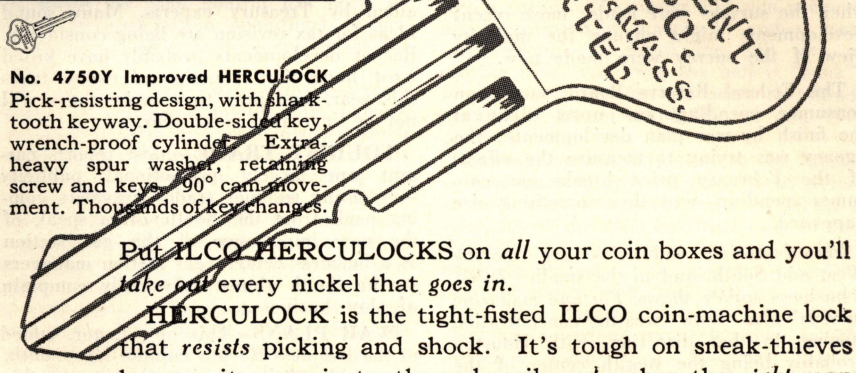

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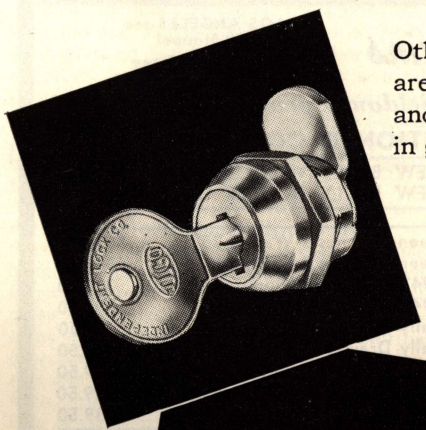

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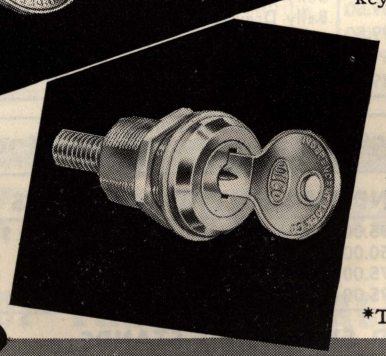

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RETAIL TRADE—General trends in the retail field for the first quarter were on the side of decline; Easter trade was disappointing until shortly before the holiday. More recent reports suggest an upward trend in sales, at least in dollar volume. There are still many who say unit sales are not in keeping with dollar volume. The new income tax law is expected to spur consumer spending; fear of coming shortages may be an even greater spur for many weeks. Retail price trends are on the upswing again. Retail leaders are said to expect a slow upward trend for three months, and then faster gains in sales for the last half of the year.

SURVEYS—Opinion surveys by *Fortune* and *Modern Industry* magazines are being widely quoted; a majority of the American people expect a recession—or did when the surveys were made; more recent developments might change the majority view if the survey were made now.

The Federal Reserve Board survey on consumer spending was upset right at the finish by war plan developments; the agency was trying to measure the effects of the February price breaks on consumer spending—and then something else happened.

Manufacturing industries are moving West and South, and to the smaller cities, a business survey shows. *Fortune* magazine surveys also show wealth concentration moving in that direction, with Houston probably being the wealth center of the U. S. More than half the new factories built since the war have been built in cities of less than 100,000 population; 2,038 new factories were built since the end of the war to last Oct. 31.

The valuable monthly survey of the National Assn. of Purchasing Agents for March was quickly out-dated by more recent developments; this survey will probably be the fastest and most timely for watching trends during the crucial months ahead.

TAXES—The 1948 income tax bill became law and is expected to boost business in general. But political leaders have already warned the nation that tax increases are very probable next year. This column has warned for many months that any tax reductions this year are for political purposes; next year will tell the tale; a federal sales tax, probably in form of manufacturer's sales tax, is coming up in time and likely to pass next year. The general tax revision bill, probably to be delayed until next year, is getting serious consideration by Congressional committees, aided by Treasury experts. Many sound ideas for tax revision are being considered. Recent developments probably have killed most hopes for reduction of excise taxes this year. Just pray that excise taxes will not be increased next year.

TOURIST TRADE—Most reports current are largely promotional publicity for coming summer trade. Travelers coming back from the South often speak of the new importance of the gas station as a business center; gas station managers in the South almost universally complain of slow business.

WAR PLANS—This new factor, added to the Business Review column last month, is considered in the introduction to this column.

EXPAND with New Machines

BADGER'S *Bargains*

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

"Often a few dollars less—Seldom a penny more"

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NEW KEENEY GOLD NUGGET	WRITE	NEW BALLY WILD LEMON	WRITE
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Bally Triple Bells, 5-10-25	$575.00	Keeney Bonus 2-Way, 5-25	$575.00
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Mills 1947 Three Bells	395.00	1947 Galloping Dominoes, P.O.	395.00
Mills 1941 Three Bells	169.50	1947 Bangtails, P.O.	395.00
Keeney 4-Way Super Bells	169.50	Bally De Luxe Draw Bells	314.50
Keeney Twins, 5-25, F.P., P.O.	99.50	Bally Draw Bells (R. B.)	259.50
Keeney Single Super, F.P., P.O.	59.50	Bally Draw Bells (M. B.)	239.50
Mills Jumbo, Late F.P.	39.50	Mills Jumbo, Late P.O.	49.50
		Mills Jumbo, Late P.O.	39.50

KEENEY BONUS, 3-WAY, 5c, 10c, 25c, Rebuilt and Refinished Like New $695.00

KEENEY BONUS 1-WAY, 5c or 25c, F.P., P.O., Rebuilt and Refinished Like New $295.00

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Wurlitzer Model 1015	$495.00	Seeburg Model 1-47	$575.00
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A.M.I. 1946 Model M	675.00	Rock-Ola Model 1426 (1947)	450.00
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Mills Black Cherry, Orig., 5c	$149.50	New Mills Jewel Bell	Write
Mills Black Cherry, Orig., 10c	159.50	New Mills Black Cherry	Write
Mills Black Cherry, Orig., 25c	169.50	New Mills Golden Falls	Write
Mills Black Cherry, Orig., 50c	295.00	Single Weighted Stand	19.50
New Mills Vest Pocket Bells	59.50	Double Revolv-a-Round Safe	149.50

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Gilmore Out As CMI Secretary-Manager

CHICAGO—Official announcement was recently made that James A. Gilmore had resigned as secretary-manager and director of Coin Machine Industries, Inc. His resignation was presented at a meeting of the board of directors of CMI on April 6 and was accepted at that time.

The board voted Gilmore a substantial pension in recognition of his long and able services in behalf of the Industry, and for the association.

Gilmore had been secretary of the manufacturers' organization since its organization in 1939, and had made thousands of acquaintances and friends among trade members in all parts of the country.

During the war, while members of the organization converted to war production, Gilmore was given a leave of absence and during that time was associated with the National Hardwood Lumber Assn., directing a big membership campaign for that group. Before his joining CMI, Gilmore had spent many years in organization work in the oil industry.

"We regret Jim's decision to leave us and wish him every success in the future. He has been a loyal associate," Dave Gottlieb, CMI president said.

Gilmore said he had no immediate plans for the future, beyond his desire to take a much needed rest. After that, he indicated he would either enter business for himself or possibly take another position in the trade association field.

Gilmore will be remembered long by the Industry for his work in conducting the annual trade conventions, where he was a very familiar figure each year. When CMI resumed its activities at the end of the war, Gilmore returned to take up his work as secretary-manager and not many months later the organization honored him by electing him as a member of the board of directors.

"Bat-A-Score" Batting High Average at M. A Pollard Co.

SAN FRANCISCO—"It's the most life-like baseball game ever introduced to the trade," is the explanation M. A. Pollard gives when questioned about the popularity of H. C. Evans' new animated high score game he is now delivering.

"*Bat-A-Score's* life-like player-controlled action has increased profits in every location," he said. "The animated manikin pitcher actually picks up and pitches the ball through the air. The batter swings, and the catcher actually catches the ball on strikes, balls, and fouls."

M. A. Pollard Co., whose slogan is "The House of Buys," carries a full line of new as well as used equipment of all types. Firm is exclusive Northern California distributor for H. C. Evans & Co.

"We offer operators the best buys in San Francisco," Pollard stated, "and that's the reason an increasing number of operators are contacting us for their equipment needs."

Cranes Ruled Skill In St. Paul Decision

ST. PAUL—Following a ruling by State Attorney General J. A. A. Burnquist, permits to operate 10 Hollycrane coin-operated diggers were granted by the city council to Fritz Eichinger, St. Paul operator.

The state attorney general in an opinion handed down in February ruled that the devises were not in violation to state's anti-gambling laws, pointing out that the diggers were a game of skill.

New Locations For Amusement Machines

by ARTHUR E. YOHALEM

Marketing methods in the amusement machine field have tended to follow fixed patterns. Back in the 1890's, when penny-in-the-slot devices were beginning to capture the fancy and coins of the American public, the machines gravitated towards an arcade group-type of location. Here a number of penny games could be centrally serviced and supervised by an attendant, who also made change. Under this set-up, coin games were owned by the location, and few machines were spotted "solo" on a commission basis at other sites. The penny arcade, which reached its peak around 1905, was eclipsed by the rise of the moving picture but continued to serve as the major sales outlet for game makers.

In the early 1930's, when pin ball arrived from out of nowhere to take the country by storm, this location-owning pattern was reversed. Operating on nickel play, individual machines were able to gross enough to stand alone in such locations as cigar stores, candy stores, taverns, etc. But as the novelty of a particular model soon faded, it was necessary to regularly substitute new versions of the machines which could stimulate renewed patronage. Location owners were unwilling to purchase games which might lose their pulling-power before their cost could be amortized, and this situation led to the rise of modern operators who serviced a string of sites.

The operator, who owned a number of games, could shift machines from one spot to another, rotating his attractions before their drawing abilities had disappeared. Because the first pin balls were relatively cheap affairs, and because the machines were big money-makers in these early days, operators often paid locations 50 per cent of a machine's gross earnings as a commission. But as the games were made more and more intricate to keep pace with the public demand for "something new", and as their costs rose with their increased complexity, the operator found his net income declining. Today, rising costs of operation and licensing regulations have limited the number of public locations where coin games can operate profitably.

With both the operator and the manufacturer seeking new outlets for the automatic game, coinmen have been eyeing a new marketing trend which has been taking shape in the East. This centers around the plan of renting machines to sites which would not ordinarily utilize the games as an operator location. This development has been an offshoot of the music machine business, which found itself unable to utilize outmoded phonographs in commercial locations. Many an operator has built up a lucrative trade in renting these machines, (in which the coin control has been replaced by push-button operation) to private homes as an entertainment device for a party.

A fair-sized trade has also been conducted in selling obsolete coin phonos, (stripped of their coin mechanisms) which would ordinarily be marketed in export channels, to home owners. Recently the Rudolph Wurlitzer Co. ran an ad in the *New Yorker* magazine offering used phonographs for sale, through its distributors, for "rumpus room" use. Aimed at this new outlet, the advertising copy read: "Pep up your parties. Brighten up your recreation room. Step up your fun. Surprise your friends by having a famous Wurlitzer Juke Box in your Rumpus Room".

This promotion in behalf of phonographs has produced requests for additional mechanical amusement equipment, and a limited trade is currently in progress in the East in the rental of automatic games, with and without coin chutes, to home locations. In most instances, the games are supplied for an evening's use as a party entertainment feature, and, in other cases, operators have experimented with a fixed monthly fee plan, whereby games are rented for rumpus room utilization and replaced periodically with new versions, so that the home owner and his guests will not grow tired of a particular model.

With the growing popularity of oil burners and the consequent disappearance of the cellar coalpile, many a homeowner has been reconditioning his basement. Known as rumpus rooms, recreation rooms, or just plain "converted cellars", the prosaic basement has become a playroom, featuring ping-pong, backgammon, and card tables, and the automatic amusement machine has been added to introduce just the right note of modern novelty. Frequently utilized for informal entertaining, the rumpus room locations are being reached by games operators through such mediums as advertising in neighborhood and suburban newspapers, and by direct mail solicitations to homes in upper-income brackets. Operators experimenting with this type of rental business have been securing substantial deposits on their equipment, but report that the wear-and-tear on the machines has been considerably less than the "beating" given games on public locations.

One firm currently interested in tapping new location markets for a coin-actuated game is the Telecoin Corp., New York, distributors of *Red Ball*, a miniature billiard-type skill device. Played on a table 34 in. high, 70 in. long, and 27 in. wide, the game is equipped with two cues and seven balls. As in pool, the object of the game is to hit one ball with another, and then into a pocket. The corner and side pockets are represented by a series of arches, just large enough to admit the ball into a scoring zone, and when the ball is "sunk" in an appropriate hole, a score is tallied electrically in series of 25, 50, and 100 points.

Telecoin became interested in the "plus" or non-standard type of game location for coin-operated machines when it recently sold 250 of the *Red Ball* machines to the Veterans Administration, for use in vets' hospitals throughout the country. Producing the game with and without a coin chute, this concern has been testing the machine in various tryout locations which included home sites, fraternal lodges, union halls, church fairs, garden fetes, and events staged to raise funds for pet charity projects.

Just how far this rental phase for the amusement machine will extend remains to be seen, but operators would do well to look into its possibilities in their areas. As one coinman summed it up: "It's a great market for used and rebuilt equipment. You don't need a 'New Look' on games spotted in these new locations." Many an operator, bemoaning the lack of locations, may yet find a financial bonanza hiding in somebody's cellar site.

Vendalls Shipped to Saudi Arabia

CHICAGO—The Vendall Co. has completed the shipping of a number of eight column Vendalls, bases and auxiliary equipment, to Saudi Arabia. Machines were equipped with National coin selectors for the 1/2 Rujal which is about the size of our quarter.

Vendall anticipates additional orders from Arabia where apparently automatic vending is finding a ready acceptance.

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WASHINGTON, D.C.

Reported by
ROY S. RAMSEY, JR.

Those Copyright Bills

While the music machine trade was congratulating itself for stalling off the Scott-Fellows bills, the American Society of Composers, Authors, and Publishers was quietly at work, with the net result that a House Judiciary subcommittee has approved the Scott version and turned it over to the full committee with a recommendation for passage.

The official subcommittee vote on the measure was not revealed, but this reporter has learned that the legislation slipped by with a narrow 3-2 majority. Thus, a vote switch by a single Congressman would have killed the Scott Bill for this session at least. ASCAP was aware of this factor and continued pressure on the subcommittee after music machine operators had relaxed their fight against the measure.

The bill is considered of minor importance in Congress, dealing as it does with a single industry. At the same time, its harmful effect on that industry is self-evident. The Scott Bill removes the exemption from the copyright act that coin phonographs have enjoyed since 1909. In plainer language, passage of the Scott Bill would mean that every operator would be forced to pay a fee to the copyright-holder for every record used in his machines.

ASCAP representative Gene Buck made the organization's plan fairly plain at hearings last summer. He told the subcommittee that ASCAP would license every operator to use its music in the same way as it licenses theaters and radio stations. The license fee was unspecified, although Buck claimed it would be "reasonable." However, the measure would leave the trade open to raids by other groups as well as ASCAP. There is a music group called Broadcast Music, Inc. (BMI). This organization also holds a number of record copyrights. Various music publishers and songwriters hold other copyrights. If the bill is enacted, every one of these copyright holders could bargain with the Industry for license fees. If an operator balked at paying these various fees, he would be barred from using any disc "owned" by such group or individual. An operator who decided to pay no fees would find he could obtain no records for his machines without leaving himself subject to a law suit.

Of course, it must be remembered that at this writing the bill has passed only the first Congressional hurdle. It must pass the full House Judiciary Committee, the House, the Senate Judiciary Committee, and the Senate—as well as receive the President's signature before becoming law. On the other hand, similar measures have been introduced during the past decade, and the Scott Bill is the only one to have obtained any sort of approval. Make no mistake—ASCAP is a powerful, well-organized group, and it is backing the Scott Bill to the limit. Indifference on the part of the music machine trade could be disastrous.

For Extra Charges

The Scott Bill is not the only measure that could play havoc with the music machines. Representative Carroll Kearns (R., Pa.) is backing one that would sharply increase costs. The Kearns Bill would divide discs into two groups—"home use" and "commercial." Radio stations and phonograph operators would be forced to buy the second category at an increased price. The extra money, under the Kearns Bill, would be turned over to the American Federation of Musicians for its welfare fund. Fortunately, this bill has little chance of enactment. In the fight against the Kearns Bill, the music trade has one of the most powerful allies it could hope for—the National Association of Broadcasters. NAB has no intention of sitting by idly while a measure increasing radio station costs waltzes serenely through Congress. Most telling argument to be raised against the Kearns Bill is that it is in conflict with the Taft-Hartley Act, which bans welfare funds unless jointly administered by labor and management. Despite the indications that the measure is foredoomed to perish, the Industry would do well to keep a watchful eye on it.

Federal Tax Reports

There is certain sameness about the monthly tax reports of the Bureau of Internal Revenue. No matter how other excises fluctuate, coin machine receipts continue to show the same downward trend. Though excise tax reports are admittedly a poor criterion, the monotonous similarity of coin machine statistics plainly points to two facts: there are fewer machines in operation today than there were at this time last year, and there were fewer machines being operated last year than the year before.

Month-by-month comparisons tell the tale. February coin machine taxes were less than February, 1947. In turn, February, 1947, receipts were less than those for February, 1946. January followed the same trend. The statistics, however, cannot be trusted too closely regarding individual groupings in the Industry. Because of the wide variance in tax fees between gaming and amusement devices, a decrease in the number of gaming machines in operation would far outweigh an increase in the amusement machine category. This is true because Internal Revenue lumps returns from the $100 gaming tax together with receipts from the $10 amusement device levy.

February coin machine taxes amounted to $274,461 as compared with $320,260 for the previous February. Disc receipts were also down with collections totaling $750,148. February, 1947 brought in $801,276. At the same time, however, Uncle Sam's total monthly kitty increased some $250,000,000, chiefly because of a spurt in income tax payments.

The Candy Trade

The new code of practices for the wholesale candy trade is now law, having been promulgated by Federal Trade Commission April 2 to go into effect 30 days from that date. The code lists 21 rules prohibiting such practices as misrepresentation, unjustified price discriminations, lottery schemes, and use of loss leaders. A copy may be obtained by writing FTC for *Trade Practice Rules for the Wholesale Confectionery Industry.* The code represents a triumph for the National Candy Wholesalers Assn., which worked three years to bring it about.

Dollar sales of confectionery manufacturers in February were 18 per cent above February of last year and 5 per cent higher than January sales, Commerce Department reported recently. The data is based on confidential reports submitted to Census Bureau by 325 candy manufacturers around the country. Candy sales by the pound were up 11 per cent over February, 1947. Sales amounted to $72,075,000, while the cumulative total for the first two months of 1948 was $137,314,000. A continuation of the present trend will set an all-time yearly record for sales, the previous high having been registered last year.

Sale of candy bars followed the over-all upward pattern. Some 72,000,000 pounds of bar candy with a wholesale value of $30,352,000 were sold during February, as compared with sales of 60,000,000 pounds worth $20,650,000 in the previous February. Average wholesale price of a pound of bar goods rose during the 12-month interval from $.345 to $.423.

Such sugar consumers as soft drink bottlers and candy makers are protesting against an Agriculture Department cut in the 1948 sugar quota, the National Candy Wholesalers Assn. has announced. NCWA joined other sugar users in a statement to Secretary Clinton Anderson declaring that they were "gravely concerned" over the reduction of the quota from 7,800,000 tons to 7,500,000 tons. It was pointed out that the actual supply situation demands a quota of 8,500,000 tons—the amount submitted by the major sugar-using industries as their estimate of requirements at hearings last December before Agriculture's Sugar Branch.

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EXPAND with New Machines

AUTOMATIC MUSIC

Packard Advises Operators to Look and Plan Ahead

INDIANAPOLIS — Urging its customers to take the "long look ahead," Packard Manufacturing Corp. recently sent a message to its customers, and also to all the field sales staff, calling attention to the urgency of the times, and the prospect that factories might soon be busy on government contracts.

William H. Krieg, president of Packard, said that operators, as business men, "must face the fact of world conditions, anticipate what the situation will be in 60 days to one year ahead, and govern themselves accordingly."

Message was sent to about 13,000 music operators in all parts of the country, and called attention to the fact that Packard had already been approached about accepting contracts to make war materials. The message said:

"To All Packard Customers: Due to a big re-armament program on the part of our Government, the almost certainty that the Government will return to a priority system on all raw materials in about 60 days and that Congress will reinstate the draft in the very near future, it will be necessary for this company on its next run of *Manhattan* phonographs to raise its price. . . .

"It is not possible to maintain present prices in the face of billions for re-armament—hundreds of thousands of men back in the Armed Forces—and a priority system on scarce materials (which includes all metals), and billions to help all of our Allies throughout the world.

"We are sorry, but it is true. However, all orders will be filled at existing prices on shipments up to June 1 to the extent of available supply, plus supplies which we now have on order."

EXPAND with New Machines

Rumor Petrillo Ready to Lift Ban; Mfrs. Reducing Backlogs

CHICAGO—Rumors persisted in Chicago during the first half of April, according to *Broadcasting* magazine, that James C. Petrillo (AFM president) is ready to lift the recording ban but would withhold announcement until record manufacturers had depleted their backlogs.

During that time, representatives of the record industry and other music interests were also holding meetings to discuss the ban, and reports circulated that a majority of the record firms would prefer that the ban not be lifted until most of their backlog recordings had been used.

Broadcasting said estimates as to when the ban might be lifted range anywhere from June to September.

So many rumors circulate in music circles that it is not easy to make a good guess. Some suggest that Petrillo would want the copyright law amended before he lifts the ban, and one authority on the subject says "we haven't heard the last of Petrillo's drive to have the copyright law amended."

Supply of records, meantime, seems to be ample for phonograph operators and retailers, and it is significant that regional reports published elsewhere in this issue do not show any complaints from operators. Most reports suggest that music operators are well satisfied with record supply for the time being.

Competition in retail channels is apparently strong, for the National Record Retailer Federation reports many complaints of price-cutting and abuse of franchises.

After being almost dead, the copyright issue flared again in April, with new pressure being applied. Details on some phases of the subject will be found elsewhere in this issue, in the Washington, D. C. column. Renewed pressures include that of Petrillo, although current reports suggest the

Wurlitzer Appoints Alfred Sales, Inc.

NORTH TONAWANDA — Appointment of Alfred Sales, Inc. as authorized distributors of Wurlitzer commercial phonographs and auxiliary equipment for Western New York and Northern Pennsylvania has just been announced by E. R. Wurgler, general sales manager of The Rudolph Wurlitzer Co.

Alfred Sales, Inc. will maintain offices, showrooms and completely stocked parts and service departments for Wurlitzer Music Merchants at 881 Main Street, Buffalo, New York.

Perin Appointed Moore Portland Branch Manager

PORTLAND—Ralph D. Perin has been appointed manager of the Portland branch of the Jack R. Moore Co., and George Miller made sales manager, according to an announcement made by W. H. Schetter, president.

Perin was branch manager of the Moore Spokane office for the past four years.

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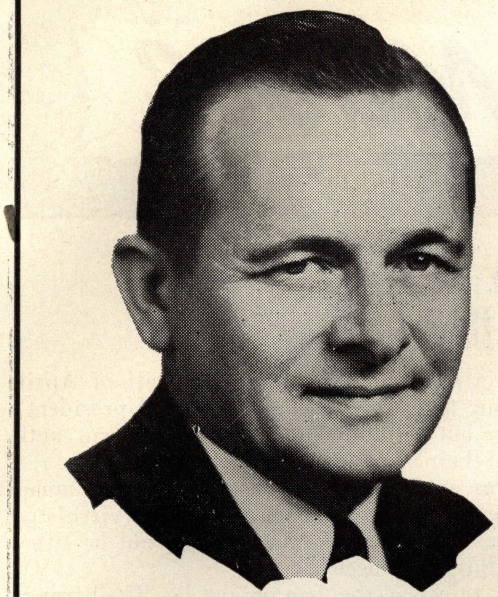

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Kearns bill is not likely to get anywhere. Also, there is renewed pressure for the International copyright treaty which includes provisions that would open the way to collect fees on phonographs.

A House subcommittee also reported favorably on H.R. 1269 early in April and at this time predictions are being made that it may pass the House, possibly before this issue reaches our readers. This bill would remove the exemption of commercial phonographs from paying special fees, as contained in the 1909 federal law.

When such crises threaten the Industry, there is always the final dependence on Senator Homer E. Capehart engineering a defeat of legislation in the Senate, should any unfavorable bills pass the House. Representatives of the phonograph music business are also watching the new upsurge in threatening bills.

Federal excise tax reports, now available for the first two months of the year, suggest some information on trends in the record business. Excise tax collections on records for January reached a total of $540,177, which compared with $967,257 in January 1947 and $751,889 in December. Thus, excise tax payments suggest a drop in record sales.

February collection on phonograph records amounted to $750,148, which was a nice gain over January but was a decline from the $801,276 in February 1947.

Incidentally, Decca Records, Inc., in its report for the first quarter of 1948 showed decline in net sales as compared with the first quarter of 1947. First quarter sales this year amounted to $7,923,734, while the total for the same period last year was $10,220,780. Officials explain the decline as due to fewer hit tunes this year.

Shaffer Opens New Seattle Offices

SEATTLE—A new phonograph distributorship was set up in Seattle and Portland this month when the Shaffer Music Co., active in the East for many years, opened branch offices in the two cities to handle regional distribution of the Seeburg phonograph line.

E. E. Shaffer will make Seattle his headquarters and will supervise activities of both offices. A. S. Beutler, formerly with Jack R. Moore Co., will manage the Seattle office, and Frank Monahan will assist him as service manager. The Portland office staff will be headed by J. L. Flynn, manager, and John Detwiler, service manager.

Showings of the new Seeburg *Select-O-Matic* were held in Portland March 31-April 4, and in Seattle April 7-11, with interested crowds attending both showings. Fifteen hundred persons saw the new models in Portland, and an even greater number visited the showing in Seattle's New Washington hotel.

Jack LaRue, western sales engineer and D. J. Donohue, district sales manager for Seeburg, assisted Shaffer at the Portland and Seattle exhibits, and C. T. McKelvy, Seeburg vice-president, also attended the Portland show. The entire Portland staff moved up to Seattle for the neighbor city's display.

Customer response has been enthusiastic, according to Shaffer, who reports that both commercial firms and home-owners have shown a great deal of interest. The firm expects to open offices in Spokane late this summer to complete its coverage of the Pacific Northwest.

Although the April showings were devoted exclusively to the *Select-O-Matic*, Shaffer offices in this area will handle distribution of Seeburg's complete phonograph line. The Seattle branch moves into its permanent office and showroom in downtown Seattle May 1st.

Seeburg Execs Impressed With Huge Jones Program

SAN FRANCISCO—J. P. Seeburg, founder of the J. P. Seeburg Corp., and C. T. McKelvy, vice-president and director of sales, spent two days visiting R. F. Jones Distributing Co.'s new San Francisco headquarters and were impressed with the size of the facilities and the firm's gigantic plans.

The remodelling program has already started; when it is finished, there will be 30,000 square feet of space. The first floor will contain showrooms, offices and the parts department, while the second floor will house used equipment and shops. Remodelling will be completed in 60 days.

C. N. McMurdie, general manager of the company, lost no time in getting the organizational wheels rolling. He has appointed three salesmen to cover the Northern California territory: Myrl Park, who will handle the southern portion; Carl Lawson, central sector; and Roger Tays, northern area.

Wilbur Laurie, former Jack R. Moore parts manager, has been named to head the Jones parts department, while Don Streeter and Don Smalley have been added to the service staff.

"When completed, we will have the most modern facilities in the Industry," McMurdie stated. "We now carry a complete stock of Seeburg and Bally equipment and parts, which are available for immediate delivery. We are confident that we will be able to give the operator maximum service and supply support."

Percentages Revised By Dakota Musicmen

SIOUX FALLS, S. D.—Percentage payments to location owners were revised by the Sioux Falls Phonograph Operators' Assn. at a meeting here.

The association announced that the new schedule for commission payments range from 20 per cent on near marginal stops to a top of 40 per cent on the music operators' best locations. Commissions under the new arrangement were computed on the basis of a two week survey of all locations in the Sioux Falls area.

Operators here disclosed that they are now conducting an "educational" program to inform location owners of the increased cost of music operating. The association, in calling the meeting, explained that the increased cost of doing business had made it impossible to continue the old commission rates which went as high as 50 per cent of the gross receipts.

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STRETCH YOUR DOLLARS WITH OUR PHONO NEEDLE RE-SHARPENING SERVICE

Needles re-ground with exactly the same taper, assuring that needle replacements will fit the record groove. Gives you new needle service.

Write for details and free Shipping Containers

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TEN STAR HIT

1. **PRODUCT LEADERSHIP** begins with men—It is important for you to know the men behind the music equipment you buy today—for example, the Manhattan phonograph.
2. **MUSIC PIONEERS**—They are the *same* men who created the *first* commercial automatic electric phonograph more than twenty years ago.
3. **POLICY-MAKERS**—They are the *same* men who sold and developed the idea into an industry and established its basic policies.
4. **EXPERIENCE**—Their experience is important to you because it provides you with equipment of unmatched play-appeal, operating efficiency and dependability—plus unrivalled creative design and modernity.
5. **MANHATTAN BEST EXAMPLE**—In a few short months their newest creation, the Manhattan phonograph, has become known as—"The finest, most luxurious, best-toned phonograph made.
6. **GOODWILL BUILDER**—Manhattan's outstanding popularity is winning choice locations, creating music patronage—and bettering 'split' and profits for Ops.
7. **'DIRECT' SALES PLAN**—A clear-cut example of industry policy-making is Packard's recently announced *Direct-To-Operators* Sales Plan.
8. **PLAN BENEFITS YOU**—By ordering direct from factory you receive the $1010 Manhattan phonograph for $625.50 cash, or $695 financed over 26 months.
9. **YOUR SAVINGS**—In round figures you save between $300 and $400 per phonograph. Your $2 does the work of $3. You establish your business and future securely.
10. **NATION-WIDE APPROVAL**—Music Operators, from coast to coast, express succinct approval of *preferred* Manhattan phonograph and *preferred* Packard Direct-To-Operators Sales Plan as—*"Only Deal Today for an Operator!"*

Preferred Product...
Preferred Sales Plan...
Only Packard Gives You BOTH!

THE "Manhattan"

CREATED BY HOMER E. CAPEHART

Only Deal Today for an Operator

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Mail coupon below for complete information

I am a bona fide Operator of.....Phonographs in.....

Please send me full information about your "direct to Ops" Sales Plan, your new confidential price list for Operators, and tell me how much I can save by buying direct from factory.

Name (print).....

Address.....

City.....State.....

Mail This Coupon to **PACKARD MANUFACTURING CORP., Indianapolis 7, Ind., U.S.A.**

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NEEDLES IN YOUR COIN PHONOGRAPHS MEAN MORE MONEY IN YOUR POCKETS.

We claim that CARILLON-DYNAMIC needles are SUPERIOR to ANY PHONOGRAPH NEEDLES IN THE WORLD. And we want YOU to prove it YOURSELF on location. That is why we are offering you this amazing guarantee.

Purchase 100 or more CARILLON-DYNAMIC needles . . . all of one type or an assortment of the Famous Four. We will send you FREE an EXTRA ten needles for each 100 purchased. IF YOU ARE NOT COMPLETELY SATISFIED THAT CARILLON-DYNAMIC NEEDLES ARE ALL THAT WE CLAIM, return the needles which you purchased and we will REFUND YOUR MONEY IN FULL AT ONCE. You may keep the free "bonus needles." We reserve the right to limit this offer.

THE FAMOUS FOUR

No. 544, Rigid. For loud play and heavy pickups. List, $1. 100 to 250 needles, 27c ea.

No. 549, Semi-Flexible. For Medium tone and average pickups. List, $1. 100 to 250 needles, 30c ea.

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No. 1003, Sapphire. For the PEAK in tone and needle life. May be used on all lightweight pickups. List, $1.50. 100 to 200 needles, 48c ea.

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Music For Restaurants

A restaurant owner, now considering some of the newer music services, says he has learned that a lot of his customers complain that much of the phonograph music played in his place disturbs digestion.

So, the location owner has decided that, while he may gain some trade by having phonograph music, at the same time he may be losing too many good customers because of the loud, noisy selections so often chosen on the phonograph by well-meaning customers who happen to like noise even while eating.

The restaurant man thinks that maybe operators of phonographs could give more attention to records loaded in music boxes in eating places. He is sure that the medical profession will support the idea that a lot of loud music does disturb digestion for most people.

The restaurant man's ideas must be taken more seriously now by phono men because other music services are now increasing, and in their sales talks put the finger on the "noisy phonograph." The writer has for many years reported that music services will increase and will offer more and more competition to the commercial phonograph. Operators must give more attention to their services and to the special needs of each location, in order to meet new competition.

If the health needs of restaurant patrons demands softer music, volume on the phono can be toned down and the blaring boogie-woogie and dance records can be kept off. If the noise-makers are on the machine, there is always somebody in every restaurant who will play the record—when a big majority of people simply do not like such music while eating.

The best health authorities in the country are on record as heartily endorsing the right kind of music while eating, and operators can easily supply the right kind of music for restaurants if they give a little thought to it. It can't be told by observing the records played most on restaurant machines—because the noise-hounds have a way of monopolizing the phonographs.

The failure to adapt music to place is well illustrated by radio programs. A big majority of the American people like radio entertainment in their homes, but they are forced to endure over and over again all the loud music that is suited only to night spots and other public places.

The people who plan the programs seem to forget that home is quite different to the tavern, the night spot and the dance place. Operators must learn there is also a difference in places. Loud music, boogie-woogie, jive and lots of noise are natural for the tavern, night spot and dance floor. Places where young people predominate also need the loud records. But remember, there are many places other than taverns and night spots that also like the right kind of music.

One big reason for the popularity of the oldies in recent years has been a kind of human protest against trying to force tavern music on people everywhere. Even tavern patrons like the oldies when given a chance to hear them.

The most popular orchestras of the time naturally win their laurels by playing in night spots, for dancing crowds, and where the music must be loud enough to drown out the noise of the crowd.

But why punish people in their homes with such music, or people in restaurants while eating and in need of relaxation?

Some will say that if people don't like the music in their homes, they can turn to other programs, or turn the radio off. But people buy radio sets because they want to hear radio music, and they will endure a lot, hoping for the day when programs will improve.

People in restaurants don't have as much chance to turn the phonograph off, and they will endure the noisy selections until some better music service comes along. Those better music services are coming, but phonograph men still have time to improve the music offered to restaurant locations.

Watch Trends to Hold Steady Grosses

CINCINNATI—What can a music operator do to stimulate business? When you speak of music you also mean amusement games, as the two forms of entertainment are almost inseparable here.

The question was put to Al Miller, sales manager for King Records. He replied, "The exercise of judicious selectivity of records by operators would go a long way toward upping grosses."

Miller, deeply sympathetic with operators' problems from personal experience, takes an optimistic view of the general situation in automatic music.

"The choice of numbers," he said, "should never be delegated to an employee who is unfamiliar with trends in music likes and dislikes. They are apt to change suddenly, or sometimes very gradually and subtly. One must sense this."

He cites the change from noisy to the soft and sweet in race tunes as a good example. If an operator keeps his ears open to what the public is currently demanding, Miller believes much of the apparent slump in play can be anticipated and eliminated.

That there is a definite trend in race music from the bang to the saccharine, he knows by the fact that *I Love You, Yes I Do, Tomorrow Night* and *All My Love Belongs to You* are among the present top platter numbers in their class, in such key cities as New York, Chicago and Los Angeles.

THE REVIEW then put the question to a games man as to how to help that business.

At Star Novelty, it was discovered Lou Dallalio has been working on the conversion of used one-ball machines, adding new features with more play appeal.

Such a conversion was put on location and showed a surprisingly decided increase in play after only one week.

The Star people are so sold on the idea that they are arranging to place more conversions as soon as possible. They expect to soon offer to convert one-balls for other operators.

Expand
WITH NEW MACHINES

GENEROUS TRADE-IN ALLOWANCE

for your old phonographs and

EASY TERMS

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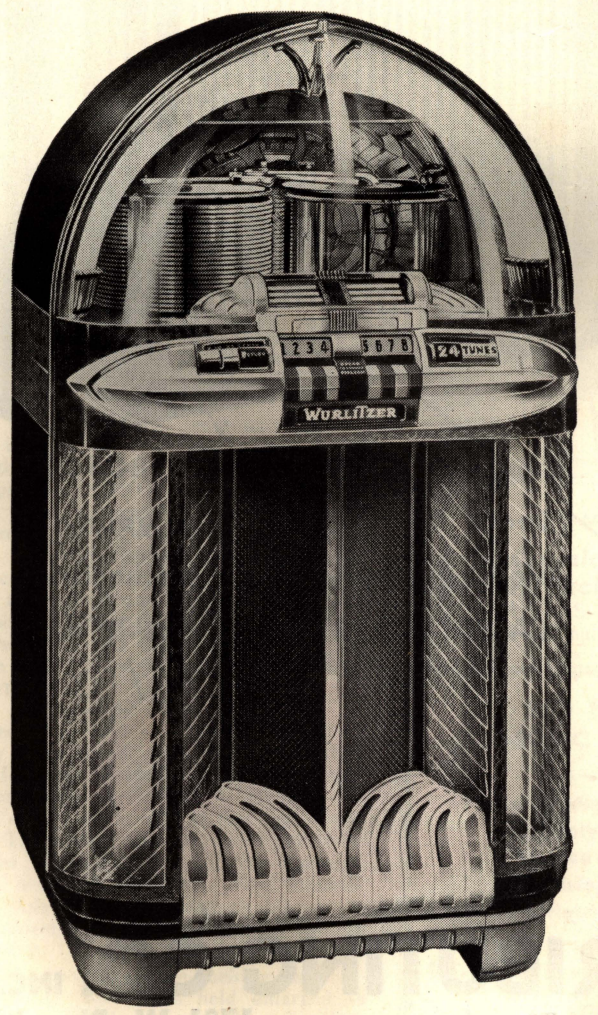
Build up your average collection and net profit per location by turning in on Wurlitzer 1100s your old phonographs that are costing you too much to service—taking in too little money.



Model 1100

We will make you a generous allowance for your old equipment—arrange easy terms that will get you off to a flying start.

With new 1100s you will have the outstanding profit producer of all time—a phonograph with such amazing eye, play and ear appeal that there is just no comparison. With its Zenith Cobra Tone Arm, records played a thousand times sound just as they did the first time they were played. This means BETTER MUSIC—MORE PHONOGRAPH PLAY —BIGGER PROFITS.

Records last up to ten times longer. Mechanical and electrical parts, combined into compact assemblies, can be removed from two to one hundred times faster—replaced with spares when shop servicing is required. These *savings in records and service* should exceed $300 in four years.

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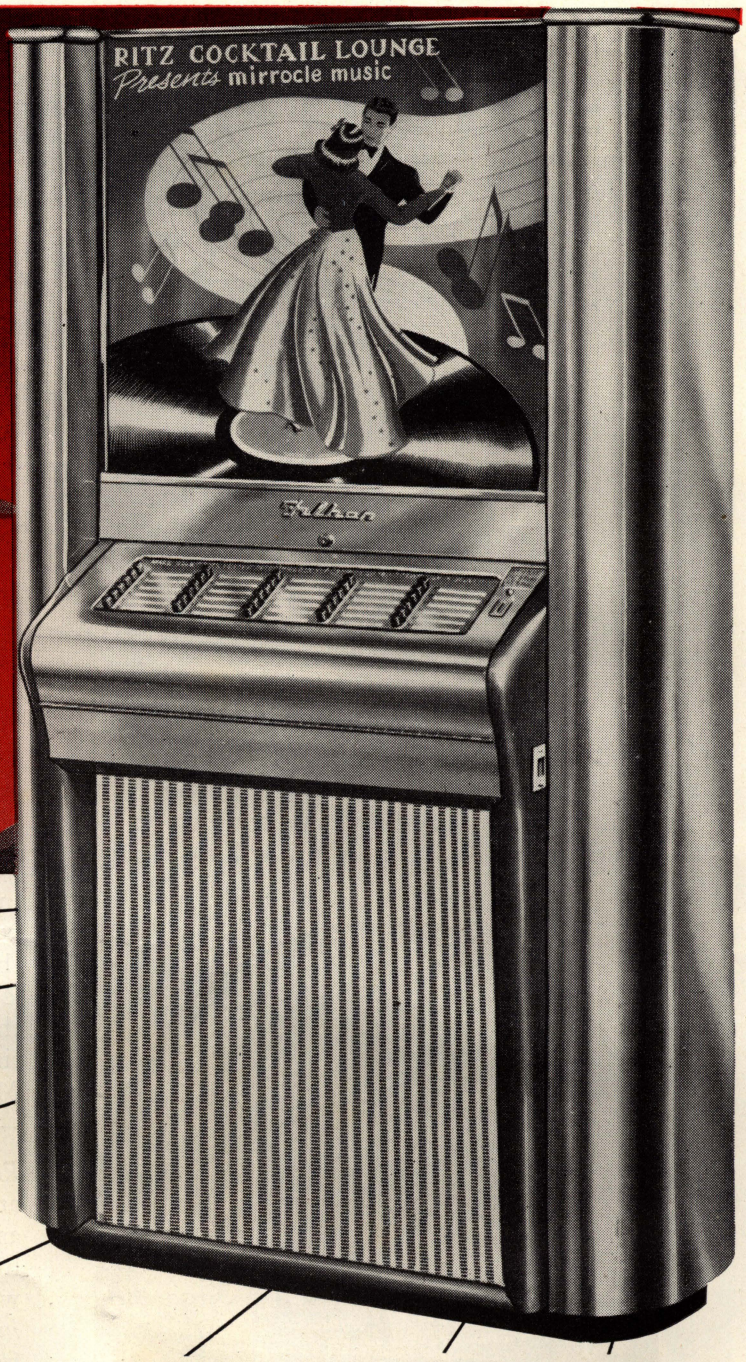
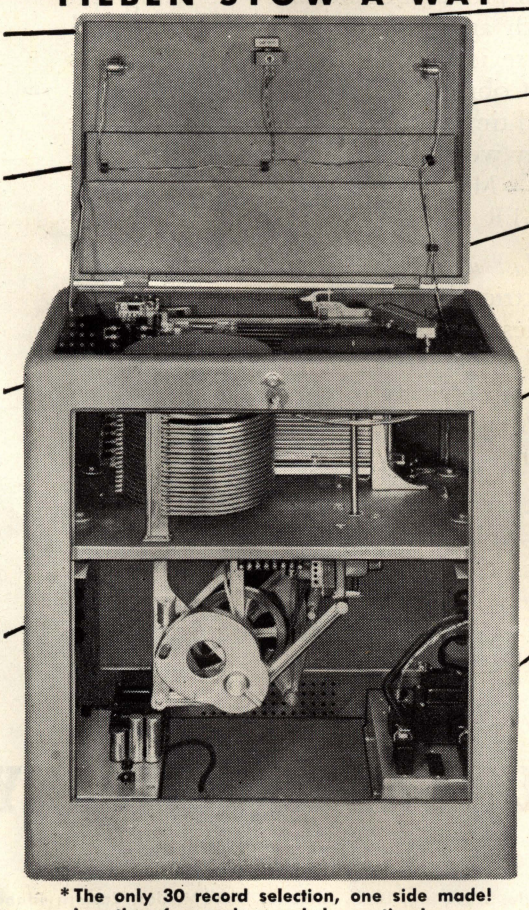


FILBEN STOW-A-WAY



* The only 30 record selection, one side made!
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CABINET SIZE: 72" high-42" wide-18" deep

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LOS ANGELES

Seeburg Select-O-Matic Shown In Fifty Key Cities In April

CHICAGO—The fifty or more showings of the new industrial-commercial music development by the J. P. Seeburg Corp., was made during a wave of national publicity. The most elaborate piece of publicity appeared in *Life*, April 5.

Newspapers, magazines and trade papers published many details of the new machine (not coin-operated), many of them hailing it as sensational. Life magazine called it "the most spectacular phonograph to appear on the American scene in many years." *Tide* called it "an amazing record player, the fanciest on the market and performing intriguing tricks."

The N. Y. *Journal of Commerce* used eight inches of space on its editorial page, in small type, to describe the mechanical features of the machine. The Seeburg firm also has an elaborate advertising program under way, calling for space in the *Saturday Evening Post* (April 10) and at least eight other magazines of big circulation.

The new machine is called the *Select-O-Matic*, loads with 100 records of 10 or 12-inch size, will play through the list for 14 hours continuously, or selections of any recordings can be made.

The Seeburg distributor organization conducted the showings in the 50 cities and will sell the machine, in two models, as an expansion in recorded music services offered. Distributors also had on display the new record changers for home use which Seeburg has been making for other set manufacturers since 1936.

Seeburg distributors will have the standard record changers in four models, two for replacement market and two new changers. Thus, distributors will now have a line for the coin-operated field, for the commercial and industrial field, and also for the home market.

The showings in the different cities were announced by local newspaper advertising and many reactions have been reported. Due to the marvelous mechanical features of the machine, the reception everywhere was very favorable. Among the reactions are:

1. A coin machine manufacturing firm now has the honor of putting on the market the most unusual postwar development for playing recorded music.

2. Questions arose as to the competitive nature of the new development. *Variety* said it would compete with such music services as Muzak. Some surmised that an elite tavern here and there might use it to replace a coin-operated phonograph. A tavern owner said that if he had this machine and a television set, he would have everything.

3. The new development definitely advances the services that use recorded music many years ahead. It means the possibilities for playing recorded music are still not exhausted. It will be a big advertisement of the whole field of recorded music.

4. The machine as introduced has possibilities for adaptation and the manufacturer definitely advertises these possibilities. Adaptation of some or all of the mechanism might be made some day to coin operation.

5. Happiest of all are Seeburg distributors, having their sales field enlarged so decidedly. The fact of providing distributors with three big market fields is expected to spark many new ideas among coin machine distributors.

6. Representatives of factories seemed to be largest in attendance at the showings. Few coinmen attended the showing in Chicago. Tavern and restaurant owners also showed an interest.

7. The combination within one cabinet of so many features, including record player, AM-FM radio, loud speaker, automatic timing device, etc. suggests a trend. The radio set has been built to Seeburg specifications to fit compactly into the assembly. There are many possibilities in building music and entertainment equipment for assemblies in one compact cabinet.

The manufacturer lists as locations for the new machine: factories, clubs, lodges, department stores, hotels, hospitals, schools, laundries, homes, etc. The industrial model is for factories, while the club model may be used in the home. Price range is $1,500 to $2,050. A distributor suggested the average factory installation could be made for under $5,000.

Seeburg engineers seemed to show most pride in the "mechanical brain" which travels on a track back of the record load, selects and plays the records, and then returns them to the rack.

L. B. McCormick

L. B. McCormick Is Named By Packard

INDIANAPOLIS—L. B. McCormick has been named regional manager for Packard's Manhattan phonograph and Pla-Mor music systems in the states of North Carolina, South Carolina and Virginia, according to announcement by Homer E. Capehart, Packard chairman of the board.

"'Mac' McCormick needs no introduction to America's music men," said Capehart in commenting on the appointment. "I don't know anyone with more friends in the business than he has.

"He started back in 1926, as I recall, selling Electramuse phonographs in North Carolina. A few years later he sold Capehart phonographs in that same area. Then he started his own companies.

"In the late 30's, he was a distributor for Wurlitzer. In 1941 he founded Whitehead Music Co. at Wilmington and served military camps during the war. For the past three years he has been with Packard as distributor, and now as regional manager. He is president of the North Carolina Automatic Music Assn. And a member, also, of Lions and Rotary."

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Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

RUNZEL
Cord and Wire Co.
4723 W. MONTROSE AVE.
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RECORD SCOREBOARD

PICKED FOR PROFITS

Below are listed the best of the current releases. Each record has been reviewed by our music staff. Only those desirable for profitable use on automatic phonographs are listed. Side listed first is considered the best of the two. Those marked with a star (*) are the top tunes of each label. Space is provided for inserting quantities desired should the operator wish to use the list as an order blank. FT—Foxtrot; N—Novelty; V—Vocal; VC—Vocal Chorus.

APOLLO

_____ 1101 THAT OLD BLACK MAGIC (V FT); LOVE'S A LOVELY THING (V FT), *Billy Daniels*

*_____ 1096 BREAD AND GRAVY (V); I WON'T MARRY YOU NO MORE (V), *The Jesters*

_____ 1082 BLUE LOU (Inst. FT); JUICE HEAD BLUES (FT V), *Charlie Barnet*

_____ 1173 CHEWIN' WOMAN BLUES (V Blues); PACIFIC COAST BLUES (V Blues), *Dinah Washington*

*_____ 1105 POMPTON TURNPIKE (FT); CHARLESTON ALLEY (FT), *Charlie Barnet*

_____ 1106 GAL FROM JOE'S (FT); ROCKIN' IN RHYTHM (FT), *Charlie Barnet*

_____ 1107 LITTLE JOHNNY ORDINARY (FT); SOUTHERN FRIED (FT), *Charlie Barnet*

*_____ 1111 HEARTBREAKER (FT VC); BYE BYE BLACKBIRD (FT VC), *Phillie all Star String Band*

_____ 1112 BABY FACE (FT VC); DOWN IN JUNGLE TOWN (FT VC), *Phillie All Star String Band*

CAPITOL

_____ 15051 GOOFUS (V N); THE HILLS OF CALIFORNIA (V FT), *Johnny Mercer-Pied Pipers*

*_____ 15052 THE PEANUT VENDOR (Inst.); THERMOPOLAE (Inst.), *Stan Kenton*

_____ 15053 G-STRING BOOGIE (Boogie VC); ANITRA'S DANCE (Inst.), *Alvino Rey*

_____ 15054 LOST APRIL (V FT); NATURE BOY (V FT), *King Cole Trio*

*_____ 15055 WHAT DO I HAVE TO DO (V FT); LONG AFTER TONIGHT (V FT), *Andy and Della Russell*

_____ 15057 AT A SIDEWALK PENNY ARCADE (V); CRYING FOR JOY (V), *Pied Pipers*

CAPITOL FOLK

_____ 40100 WHEN MY BABY DOUBLE TALKS TO ME (V); KENTUCKY MEANS PARADISE (V), *Merle Travis*

_____ 40102 MOUNTAIN BOOGIE (VC); THAT'S THE LAST STRAW (V), *Wally Fowler*

HITS . . . HITS . . . HITS . . . HITS . . . HITS . . . HITS

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The Review Selects

THE TOP TUNES

of Current Releases

Victor 20-2736
AIRIZAY (FT VC)
CINCINNATI (FT VC)
Ray McKinley and orchestra

Making his debut on Victor, McKinley has recorded a dandy novelty number which should catch on in automatic use. Band does a nifty job and the vocal work of McKinley is great. Flipover has the band doing a ballad in a simple but effective style. A top drawer disc for operators.

Victor 20-2761
TELL ME A STORY (FT VC)
I WOULDN'T BE SURPRISED (FT VC)
Sammy Kaye and orchestra

First side is the type of stuff the Kaye band does best. A slow, dreamy ballad beautifully presented vocally by Don Cornell and the Three Kaydets. Tune is growing and this is the best recording to date. Second side has a bouncy rhythm but the top side will make the major payoff.

Victor 20-2769
THE NEW LOOK (FT VC)
JUNGLE RHUMBA (Inst.)
Freddy Martin and orchestra

This recording has humorous implications slanted at the "New Look." Bright, lively and spiced with satirical jibes at the current trend in fashions. Platter mate is a novelty featuring some terrific piano by Barclay Allen.

Columbia 38142
AT A SIDEWALK PENNY ARCADE (FT VC)
WHO KILLED 'ER (FT VC)
Tony Pastor and orchestra

Here is a double barrel hit—both sides are made-to-order material for phono use. First side is a slow, intimate love song built into an escapade in a penny arcade. Tune has swell melody and is a sure bet for repeated replays. Backing up is a novelty with a robust booming format. Pastor does the vocals. Very good.

Apollo 1111
HEARTBREAKER (FT VC)
BYE BYE BLACKBIRD (FT VC)
Phillie All-Star String Band

This is the type of music winning so much favor on phonos today after the terrific success of "Four Leaf Clover." The Phillie aggregation is composed of string band musicians from the old-time minstrel bands and their recording of these two hits will keep the nickels coming. The old Dixieland banjo beat predominates on both numbers. Get it.

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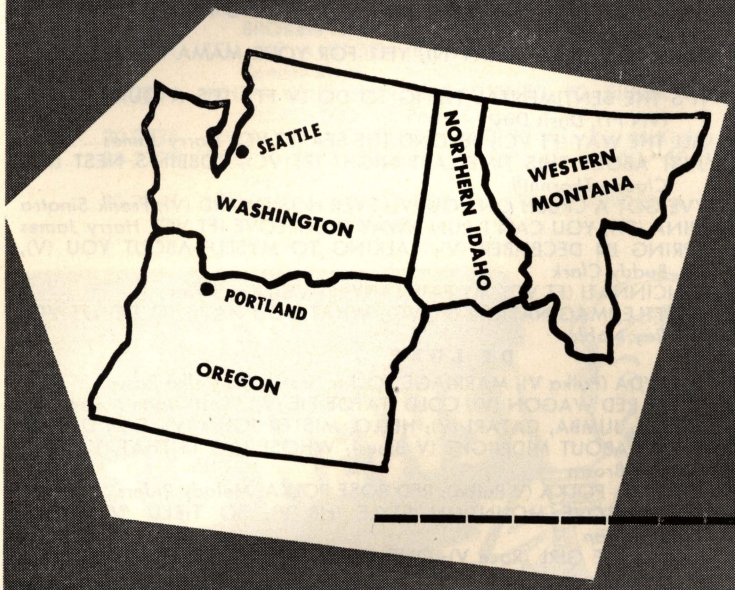

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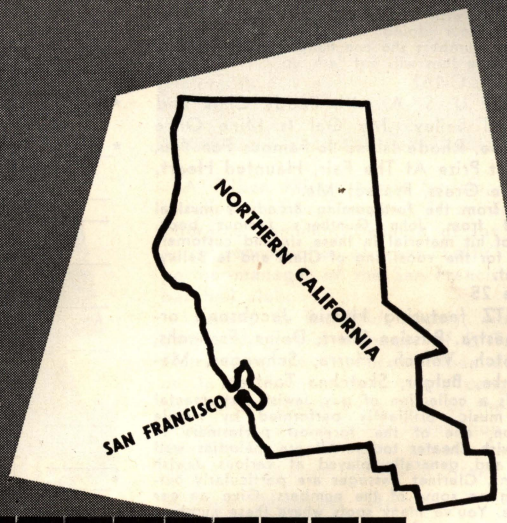

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for Industrial Plants, Retail Stores, Clubs, Mortuaries, Game Rooms, etc. —wherever music "belongs."

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YOU CAN'T BE TRUE, DEAR

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POPULAR ALBUMS [10"]

Capitol AD-076

JACK GUTHRIE MEMORIAL ALBUM. Oklahoma Hills, When The Cactus Is In Bloom, Chained To A Memory, This Troubled Mind of Mine, Oakie Boogie, Oklahoma Calling.

Here is the final salute to Guthrie who passed away in January. Album is composed entirely of re-issues of his most popular recordings. His style is well known and you'll want to have this group of numbers for occasional use.

Capitol CC-72

RENDEZVOUS WITH PEGGY LEE. Don't Smoke In Bed, Stormy Weather, 'Deed I Do, Why Don't You Do Right, I Can't Give You Anything But Love, Them There Eyes.

Six sides with Peggy piping the vocals and hubby Barbour doing the guitar instrumentals. Tunes are numbers she can handle in A-1 fashion and the Lee fans will eat 'em up.

Columbia C-162

INSIDE U. S. A. with Buddy Clark and Pearl Bailey. My Gal Is Mine Once More, Rhode Island Is Famous For You, First Prize At The Fair, Haunted Heart, Blue Grass, Protect Me.

Tunes from the forthcoming Broadway musical adapted from John Gunther's famous book. Plenty of hit material in these six and customers will go for the vocalizing of Clark and la Bailey. Excellent.

DeLuxe 25

TANTZ featuring Hymie Jacobson's orchestra. Russian Sherr, Doina, Frailachs, Potch, Voloch, Horra, Schweger, Mazinke, Bulgar, Skotchna Tantzen.

This is a collection of gay Jewish instrumental dance music, brilliantly performed by Hymie Jacobson, one of the foremost performers in the Jewish Theater today. All are melodies well known and generally played at various Jewish occasions. Clarinet passages are particularly outstanding on some of the numbers. Give an ear to these. You've many spots where these numbers can churn up a fat return.

M-G-M 21

THE PIRATE featuring Judy Garland and Gene Kelly. Pirate Ballet, Be A Clown, Love Of My Life, You Can Do No Wrong, Nina, Mack the Black.

A collection of numbers from the M-G-M flikker of the same name. Tunes are recorded directly from the sound track of the picture and were written for the film by Cole Porter. For dance spots they'll get by.

SENSATIONAL HIT!

THE ORIGINAL

LA BURRITA

COUPLED WITH

MI POBRE FLOR

Ventura Romero

Discos Peerless Number 2721

CAPITOL BLUES

_____ 40101 NO NAME BOOGIE (VC); HIT THE BLOCK (VC), *Joe Lutcher's Jump Band*

*_____ 40103 COAL BLACK BABY (V); CROWN PRINCE BLUES (V), *Crown Prince Waterford*

COLUMBIA

*_____ 38140 THE SAMPLE SONG (V); TWO-GUN HARRY FROM TUCUMCARI (V), *Dorothy Shay*

_____ 38141 YOU TURNED THE TABLES ON ME (FT VC); TEACH ME, TEACH ME, BABY (FT VC), *Gene Krupa*

*_____ 38142 AT A SIDEWALK PENNY ARCADE (FT VC); WHO KILLED 'ER (VN FT), *Tony Pastor*

_____ 38143 HO HO—HA! HA! HA! (V N); YELL FOR YOUR MAMA (V N), *Beatrice Kay*

_____ 38159 IT'S THE SENTIMENTAL THING TO DO (V FT); IT'S A QUIET TOWN (VN FT), *Doris Day*

*_____ 38134 ALL THE WAY (FT VC); BEYOND THE SEA (FT VC), *Harry James*

_____ 38136 JUST ABOUT THIS TIME LAST NIGHT (FT VC); ROBBIN'S NEST (FT), *Claude Thornhill*

_____ 38151 I'VE GOT A CRUSH ON YOU (V); EVER HOMEWARD (V), *Frank Sinatra*

_____ 38152 NINA (FT); YOU CAN'T RUN AWAY FROM LOVE (FT VC), *Harry James*

_____ 38153 SPRING IN DECEMBER (V); TALKING TO MYSELF ABOUT YOU (V), *Buddy Clark*

_____ 38157 CINCINNATI (FT VC); MY FAIR LADY (FT VC), *Kay Kyser*

_____ 38158 A LITTLE IMAGINATION (FT VC); WHAT DO I HAVE TO DO (FT VC), *Ray Noble*

DE LUXE

_____ 1151 JULAYDA (Polka V); MARRIAGE POLKA (Inst.), *The Polka Rascals*

*_____ 5041 LITTLE RED WAGON (V); COLD 'TATOE PIE (V), *"Lost" John Miller*

_____ 7001 JUMBA, JUMBA, CATARI (V); HELLO, MISTER JOHN (V), *Enzo Di Mola*

_____ 1154 'LONG ABOUT MIDNIGHT (V Blues); WHOSE HAT IS THAT (V Blues), *Roy Brown*

_____ 1143 BARBARA POLKA (V Polka); RED ROSE POLKA, *Melody Riders*

*_____ 1165 MAKIN' LOVE MOUNTAIN STYLE (HB V); SO TIRED (V), *Nancy Donovan*

_____ 1170 HEY, LITTLE GIRL (Race V); ONE SWEET LETTER FROM YOU (Race V), *Paul Gayten Trio*

M-G-M

_____ 30073 ALL OF A SUDDEN MY HEART SINGS (V); JEALOUSY (V), *Kathryn Grayson*

*_____ 10135 PIANO PORTRAITS BOOGIE (Inst.); SAMBA CARAMBA (Inst.), *Jack Fina*

*_____ 10141 TEACH ME, TEACH ME, BABY (V); WHY DOES IT HAVE TO RAIN ON SUNDAY (V), *Beale Street Boys*

_____ 10166 LAROO, LAROO, LILLI BOLERO (V); I STILL LOVE YOU (V), *Bob Houston*

_____ 10169 I'VE ONLY MYSELF TO BLAME (FT VC); THE LOVELINESS OF YOU (FT VC), *George Paxton*

_____ 10170 FOR EVERY MAN THERE'S A WOMAN (V); SOMEONE CARES (V), *Art Lund*

_____ 10172 COWGIRL POLKA (HB V); TIRED LITTLE DOGIES (HB V), *Bobby Gregory and Cactus Cowboys*

_____ 10171 I'LL BE A BACHELOR TILL I DIE (HB V); HONKY TONKIN' (HB V), *Hank Williams*

MUSICRAFT

_____ 545 PUT DOWN YORE SHOOTIN' IRON, PAPPY (V HB); CLEMENTINE (V HB), *Esmereldy*

_____ 546 HOLD IT JOE (FT VC); LAROO, LAROO, LILLI BOLERO (V), *Shep Fields*

*_____ 520 JALOUSIE (Harmonica Inst.); DARK EYES (Harmonica Inst.), *The Polka Dots*

*_____ 548 SCRATCH MY BACK (V FT); KEEP ME IN MIND (V FT), *Buddy Greco and the Sharps*

_____ 549 A LITTLE IMAGINATION (V); ENCORE CHERIE (V), *Phil Brito*

*_____ 550 I'M GONNA GET DRUNK (V N); DRINKIN' LIKKA IN COSTA RICA (V N), *Sherman Stewpot and Stimulated Six*

_____ 551 THE GUY AT THE END OF THE BAR (V N); LOAFER'S SONG (V N), *Sherman Stewpot and Stimulated Six*

_____ 552 THE ONE I LOVE (V); WHAT A DIFF'RENCE A DAY MAKES (V), *Sarah Vaughan*

*_____ 553 WHAT DO I HAVE TO DO (FT VC); WE JUST COULDN'T SAY GOODBYE (FT VC), *Shep Fields*

_____ 554 DADDY, SURPRISE ME (V); YEARNING (JUST FOR YOU) (V), *Four Musettes*

*_____ 534 DO IT AGAIN (V); MAKIN' WHOOPEE (V), *Mel Torme*

_____ 556 TALKING IS A WOMAN (V); STARS FELL ON ALABAMA (V), *Gordon MacRae*

NATIONAL

_____ 9043 SOOTHE ME (FT V); ELEVEN SIXTY (FT), *Charlie Ventura*

PAN-AMERICAN

*_____ 084 PORQUE TE QUIERO (Ranchera V); YA LO VISTE MUJER (Cancion V), *Trio Hermanas Pallais*

_____ 085 A TODO MECATE (Cancion V); SON MIS GALLOS (Ranchera V), *Trio Hermanas Pallais*

VICTOR

_____ 20-2777 THE LAST THING I WANT IS YOUR PITY (FT VC); BUT NONE LIKE YOU (FT VC), *Charlie Spivak*

*_____ 20-2776 THE GANG THAT SANG HEART OF MY HEART (FT VC); HINDUSTAN (FT), *Three Suns*

_____ 20-2771 MONEY IS HONEY (FT VC); GUEST IN A NEST (FT), *Count Basie*

*_____20-2762 SPRING IN DECEMBER (FT V); I WANNA (FT V), *Beryl Davis*
_____20-2770 SATURDAY DATE (FT VC); ENCORE, CHERIE (FT VC), *Tex Beneke*
*_____20-2819 MANANA (FT VC); THERESA (FT VC), *Joe Loss*
_____20-2820 UGGA UGGA BOO UGGA BOO BOO UGGA (FT V); DOWN IN JUNGLE TOWN (FT V), *Spike Jones*
*_____20-2769 THE NEW LOOK (FT VC); JUNGLE RHUMBA (FT VC), *Freddy Martin*
_____20-2747 I WISH I KNEW THE NAME (FT VC); YOU TURNED THE TABLES ON ME (FT VC), *Herbie Fields*
*_____20-2748 IT'S THE SENTIMENTAL THING TO DO (FT VC); LIKE WE USED TO DO (FT VC), *Vaughn Monroe*
_____20-2749 MY BABY LIKES TO BE-BOP (FT VC); ALL DRESSED UP WITH A BROKEN HEART (FT VC), *Bill Johnson*
*_____20-2761 TELL ME A STORY (FT VC); I WOULDN'T BE SURPRISED (FT VC), *Sammy Kaye*
*_____20-2734 WHEN YOUR HAIR HAS TURNED TO SILVER (V); LAROO LAROO LILI BOLERO (V), *Perry Como*
*_____20-2736 AIRIZAY (FT VC); CINCINNATI (FT VC), *Ray McKinley*
_____20-2729 THEY DIDN'T BELIEVE ME (V); IF YOU'LL BE MINE (V), *Johnny Bradford*
_____20-2745 YOU WERE MEANT FOR ME (FT V); UNDER A BLANKET OF BLUE (FT V), *Leslie Scott*

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The Evening Herald
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Under like conditions, this Permo Point Round
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HIT OF THE MONTH!
KEN GRIFFIN'S
YOU CAN'T BE TRUE, DEAR
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LEUENHAGEN'S RECORD BAR
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DRexel 1345

A Filben Mirror Music System, recently installed in San Francisco, is causing considerable comment because of the special mirror reproduction of Frank "Lefty" O'Doul, partner-manager of the San Francisco Seals baseball club.

Leonard E. Baskfield (right), vice-president and general manager of E. T. Mape Distributing Co., exclusive Filben distributors in California, was snapped congratulating Boyd Vincent, proprietor of the Stellar Music Co., on his latest installation. Location is "Lefty" O'Doul's famous San Francisco cocktail room on Powell Street.

Huber Named Moore Manager in S. F.

SAN FRANCISCO — Walter A. Huber, manager of the San Francisco office of M. S. Wolf Distributing Co. for the past two and a half years, has been appointed manager of the San Francisco branch of the Jack R. Moore Co.

Huber, well-known in California coin circles, was connected with E. T. Mape Music Co.'s San Francisco and Los Angeles offices before he joined the Wolf organization.

Exito Sensacional
LA BURRITA
CON
MI POBRE FLOR
DISCOS PEERLESS
Numero 2721
Ventura Romero—Con Mariachi

VICTOR FOLK

*_____20-2772 BORN TO LOSE (V); PEACE OF MIND (V), *Elton Britt*
_____20-2774 OLD MACDONALD'S BOOGIE (V); SWAMP WOMAN BLUES (V), *Johnny Tyler*
*_____20-2764 MOUNTAIN ROSALIE (V); THE LETTER I'M MAILING TO YOU (V), *Texas Jim Robertson*
_____20-2765 OLE MOTHER NATURE (V); POPPIN' BUBBLE GUM (V), *Lonzo and Oscar*
*_____20-2766 THERE'S A LOVE KNOT IN MY LARIAT (V); IT IS LATER THAN YOU THINK (V), *Montana Slim*
_____20-2750 WHEN THE SNOWBIRDS CROSS THE ROCKIES (V); WELCOME BACK TO MY HEART (V), *Stu Davis*
_____20-2756 HONKY TONKIN' SAL (V); THE FLY IN THE OINTMENT (V), *Luke Wills' Rhythm Busters*
_____20-2742 WHISTLE BAIT (V); BLONDE FIDDLE BLUES (Inst.), *Spade Cooley*
_____20-2743 HIGH TEMPERED MAMA (V); JUST HANGIN' ON (V), *Buchanan Brothers*
*_____20-2744 AHA! SAN ANTONE (V); IF I'D ONLY BEEN TRUE TO YOU (V), *Rosalie Allen*
*_____20-2730 TELEVISION (V); EVER SINCE EVE (V), *Zeke Manners*
_____20-2731 THERE'S ONLY ONE KIND OF RED IN THE RED, WHITE AND BLUE (V); FALSE ALARM (V), *Ernie Lee*
_____20-2732 LIVIN' WESTERN STYLE (V); TEXAS BELLE (V), *Billy Williams*

VICTOR INTERNATIONAL

_____25-0106 MIMI (V); UN TOUT P'TIT PEU (V), *Maurice Chevalier*
*_____25-1107 KISS ME POLKA (VC); O DEAR! WHAT CAN THE MATTER BE? (Waltz Musette), *Henri Rene*
*_____25-1109 HELEN (Polka VC); BARBARA (Polka), *Henri Rene*
_____25-1110 KALLE PE POLKA; SUITOR'S WALTZ, *Six Fat Dutchmen*
_____25-1112 MARIETTE POLKA; BONITA VALSE, *Omer Dumas*
*_____25-1114 EVERY LITTLE MOVEMENT (Inst.); TOOLIE-OOLIE-DOOLIE (Polka VC), *Henri Rene*

STOPS ON THE HIGHWAYS

by Louis Karnofsky

For war-weary civilians, ruptured duck servicemen, and coin operators with highway installations, 1946 was the year of anticipation which culminated in full realization.

Gas rationing and a tedious home front job had kept Mr. Civvy pretty well glued to his base. All during the days of conflict the itch to break away from the routine and take to the open roads had mounted. The Axis burst and he was away in a cloud of dust, with his wallet flying wide open. Hotels, motels, drive-ins, and cafes hired more cashiers and made out bigger bank deposit slips. Operators with highway installations enjoyed one of the greatest years in their history.

Demobilized troops left camp and by every conceivable means of transportation flocked homeward. Mustering-out pay left a long and lush trail across the country—and coin machine operators received their share.

1947 was the year of the Great Awakening. War savings had been considerably deflated, the rising cost of living had clipped many a high flyer, and the old she-bang wasn't up to any long jaunts.

Even so, highway travel during the past year was pretty extensive. But hamburger replaced steak on many menus and pocketbooks lost some of their former vigor.

Receipts all along the suburban traffic lanes dropped off. Coinmen weren't spared the axe, either. To the operator who had experienced the Gold Rush of 1946, this was a harsh blow, and the blame was laid directly on the doorstep of the nation's economy. The operator screamed about high prices of equipment and the high cost of servicing, while the dwindling dollar value played a dismal accompaniment.

A survey of highway eateries and drive-ins indicates that the operator who hasn't been blinded by sudden success and who possesses a modicum of salesmanship and merchandising ability can still realize a fair profit.

Regardless of how closely budgeted a traveler may be, there is nothing quite like music to break up the dull monotony of long ribbons of unending asphalt. Invariably, the traveler will play the music machine. Any other amusement devices will also get his play because of the few moments of relaxation they afford.

If he's a smoker, the cigarette machine will get him because of its convenience, while a candy bar vendor takes care of that on-the-road snack.

Of all types of highway construction now under way or being planned, drive-ins are far out in front. Popularity of the stop-and-eat-without-getting-out-of-your-car cafe has increased tremendously since the first one was built in Texas. *Drive-Inn Restaurant and Highway Cafe* Magazine estimates that there are now 10,000; this figure includes both highway and city drive-ins.

"People are just plain lazy," says a popular restauranteur, "and they seem to be getting lazier and lazier. If they can park their car and eat without getting out, they prefer doing so. That's the real reason why drive-in construction is at an all-time high."

The greatest progress in highway installations has taken place in music. Before the war, a state official reveals that only one out of twenty provided music. Today 19 out of 20 have some form of automatic music.

Most drive-ins are so pressed for space that in many cases a hideaway is installed, with wall boxes, thus saving footage required by a cabinet. And in numerous instances, the cigarette and candy machines are outside the door.

The phono man who bewails skidding grosses could well pattern the unique merchandising service offered by a California operator near Alhambra some years ago. He installed a hideaway and boxes in a drive-in, which took care of the inside crowd, and then attached three boxes to extension cords so bar hops could carry them out to the customers. The boxes were hung on the side of the car, using a bracket attachment similar to the one on the food tray. Outside speakers were also set up.

At first the operator used 30-wire cable, but this was so tedious for the girls to handle that he switched to four-wire boxes, and then to remote control.

Notice of this service was posted on the menu. The operator paid the car hops several dollars a week to encourage play. Before the war this spot was grossing $80 per week.

Highway installations offer a wide-open field for cigar vendors. A machine dispensing a popular brand, or offering a choice of popular brands, should outgross a city location. In cigarettes there are five or six best-selling brands. In cigars, smoking preferences are more varied and a vendor with several columns might be able to accommodate 70 per cent of the smokers' desires. Brands not carried in a vendor can be procured at the city retail cigar store; on the highway, however, where the retailer is miles away, the smoker will take second choice rather than go without the precious leaf.

Few operators specialize in highway locations exclusively due to the great spans of distance. Some coinmen who travel the town circuits miss good bets because they do not cultivate the road eateries en route to the towns. While this necessitates more stops, it results in a well-knit operation.

A bulk vending machine vendor who operates out of Fresno, Calif., and whose locations consist mainly of spots along Highway 99, has inaugurated a service which not only builds good-will but saves paying location commissions.

This operator makes it a practice to service his route faithfully on a certain day each week and lets the location owner know which day he will appear. If there are any supplies the location owner needs, he phones the operator the previous day; the operator makes the purchases and delivers the goods at the time he services the machines.

This question has often been asked: How can one recognize good locations?

The old reliable, of course, is to find out where the truck drivers pull in for their coffee and cakes. The trucking boys are entertainment hungry after long hours on the road and will insert coins into anything with a chute.

It is difficult, however, to set up any arbitrary rules. Take, for example, the little cafe several hundred miles outside of Oklahoma City. At night most drivers whizz by without recognizing it as there are no neon lights to attract attention. The place is small: with two booths and a counter, the combined seating capacity is about 15. Yet, for all its space limitations, there is a brand new phonograph and the latest type pin table. How come?

"The first two days we opened, phonograph and pin table took in $40," the proprietor said. "At night you can't walk around in here, it's so jammed. This is the get-together place for the town's younger set."

If a cafe or drive-in serves alcoholic beverages or is in an area where bells and consoles are operating, then its location value rises. If the location is near a sizable city and draws from both travelers and city residents, it is usually a lucrative spot.

Many a would-be traveler has postponed his plans because he is fearful of chancing it with his pre-war car. When the automobile bottleneck uncorks and the cost of living stabilizes, then look for a new upsurge in highway travel. The alert coinman who builds his highway house on a sound merchandising foundation will then be able to rise with the upcoming tide.

EXPAND with New Machines

USED EQUIPMENT BARGAINS
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SEEBURG COMMANDER $179.50

Regal ..... $125.00 Major ..... $195.00 Casino $99.90

8200—Lo-Tone Refinished Marbl-Glo RC $275.00
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24	$ 99.00	600R	$105.00
500	105.00	950—Hideaway	175.00
600	120.00	1015—Like New	550.00
Victory 500-600	99.50	P-61	75.00
		950	205.00

ROCKOLA

1422—Like New	325.00	Commando—Conv. Hideaway	165.00
1426—Like New	355.00	Standard '39	105.00

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Empress	95.00	BUCKLEY Hideaway	50.00
Throne	95.00	PACKARD MRC	175.00

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SEEBURG WS—2Z 5c wireless ..... $22.50 BUCKLEY—5c 1941 ..... $5.00 PACKARD—5c $19.50

EXTRA SPECIAL VALUES

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(With Base) Novelty ..... $25.00 Free Play $49.50

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Ballyhoo	69.50

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Victory Special	$165.00
Victory Derby	125.00
Special Entry	350.00
Bally Entry	325.00

CONSOLES

KEENEY 5c Super Bell	$ 54.00	EVANS Racer	675.00
MILLS 3 Bells—Postwar	395.00	BALLY Triple Bell, 5-5-25c	575.00
BUCKLEY Track Odds	295.00	BALLY Hi-Boy, 5c	249.50

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10c SDX Club	235.00

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10c Bronze Chief	155.00
5c Blackhawk Chief	145.00
10c Blackhawk Chief	155.00
5c Standard Chief	179.00
10c Standard Chief	189.00
25c Standard Chief	199.00
Challenger, 5-25c	395.00
Silver Moon, 5c	85.00
Silver Moon, 25c	95.00

MILLS

5c Cherry Bell	$ 75.00
5c Black Front	80.00
5c Glitter Gold	80.00
10c Glitter Gold	85.00
5c Black Cherry Bell	145.00
10c Black Cherry Bell	155.00
25c Club Console	85.00
5c Golden Falls	150.00
5c Brown Front	80.00
25c Bonus Bell	160.00

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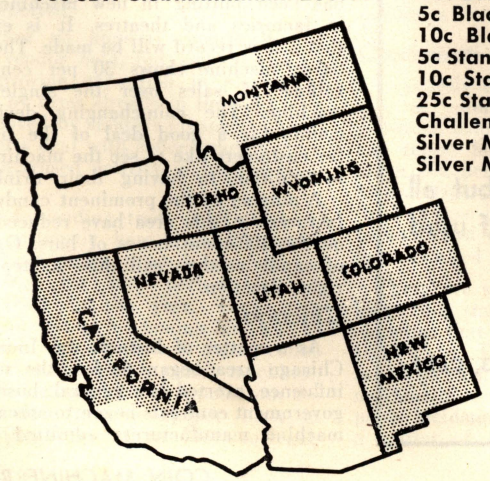

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Regional Business Reports

By REVIEW REPORTERS

Period of Waiting

The history of the Coin Machine Industry in April 1948 will not be clear unless it is kept in mind that the public and business in general had entered a waiting period, to let time decide just what course to take in view of the nation's war plans which were rushed to white heat in the month preceding.

Coin machine reports from the various centers indicated some of the effects that come as a result of general business conditions. People in many places showed a tendency to still spend conservatively, for the stimulation to manufacturing industries, as a result of government contracts, had not come into full play at the time. The full effects of what the new situation might do to prices had also not been felt. Manufacturers of coin machines began to announce price increases and to warn customers of possible shortages.

On the encouraging side was reports from some centers already feeling the new revival in airplane factories and the money being spread. First reports on tourist trade, in centers that open early, were also encouraging.

Music reports continued to reveal a spotty picture, with earnings in most centers still reported as not showing a definite seasonal pickup, while costs continue to rise. Prices on records are showing a tendency to rise.

Amusement machine field was feeling the inspiration of coming tourist trade, and manufacturers and distributors reported sales gains. Vending machines are still showing considerable expansion, although some manufacturers reported a sudden tightening in sales about April 1; this change was thought to be due to public reaction to war scare.

A coal strike was having decided effects on coin machine patronage in some areas, notably in the Pittsburgh sector, but settlement of the coal strike was expected to bring early recovery from its results.

April was the month in which a pickup from the Lenten season was expected to show, but our regional reports had to be prepared too soon to fully gauge this movement. The months of May and June are expected to be generally favorable to the trade, before the hot months of July and August show up.

Increased activity, during April, was reported chiefly in soft drink, coin laundries, pop corn, and cigarette vendors. Annual convention of tobacco distributors in Chicago during the month confirmed the general expansion in use of cigarette vendors.

Reports from various trade centers follow:

BUSINESS BAROMETER

APRIL 1948

	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	ARCADES	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
Boston	N		N	N	A	N				
Chicago	N	N		N	N	B		A	N	
Cincinnati	N	B	B	B	A	N	N	N	N	N
Columbus	N	B		A		N			N	
Denver	N									
Los Angeles	B	N	B	B	N	N	N	N	N	N
New York	N	N	N		A	N				
Pittsburgh	B		N	N	B	B	B		B	
St. Louis	A		N			B	A	B	B	
Salt Lake City	A	A	A							
San Francisco	B	N	N			N		B	B	N
Seattle	A	N	N	N	N			N		N
Spokane	A	A	N							
Twin Cities	A	A	B				A	A		
Wash., D. C.	A	B	A	A	A	N	A	A		A

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

Boston

For the most part, operators report good business, although some do not find sales in as large a volume as would be desirable. In certain quarters information is forthcoming that "business since January 1 has been picking up," a comment made by Edward E. Adams, of the Mills Automatic Merchandising Corp. There is a seasonal upturn on some types of machines. Some of the trade report increased business in April. To some it looks like a big season.

Among the reasons given in cases of non-increase in business is one that it is too cold.

There are increased costs on everything, approximately 10 per cent, including gasoline prices, wages, supplies and repairs. Operators are working on a very small margin of profit. In one instance, at least, the operator is shortening the route to cut costs.

A number of transactions in buying and selling routes are current.

A number are reducing commissions to locations, particularly for music machines, offering 40 per cent, in cases where 50 per cent had been previously paid.

According to reports, operators generally are not shortening routes, selling off machines, using fewer employees, nor servicing the route less often.

There are a number of new operators coming into the industry, especially in the merchandise field.

Indications are that it will be a big season in the music branch of the Industry. Television and music box machines are going over big in Massachusetts.

Amusement games are coming along well, as the season advances.

Sales through beverage vendors are hitting the high spots as the warm weather develops. Spacarb of New England, Inc., has been putting in new machines daily in factories and theatres. It is expected that a new record will be made. The three-flavor machine shows 30 per cent more volume of sales over the single flavor machine. The coin-changing device accounts for a good deal of the business, for customers like to see the machine work in addition to having their drinks.

A number of the prominent candy manufacturers in this area have reduced prices on the 100-count boxes of bars. Operators of candy vendors call this "a step in the right direction."

Chicago

As a matter of history, the Industry in Chicago area began to feel the uplifting influence exerted on general business as government contracts began to spread. Coin machine manufacturers admitted to get-

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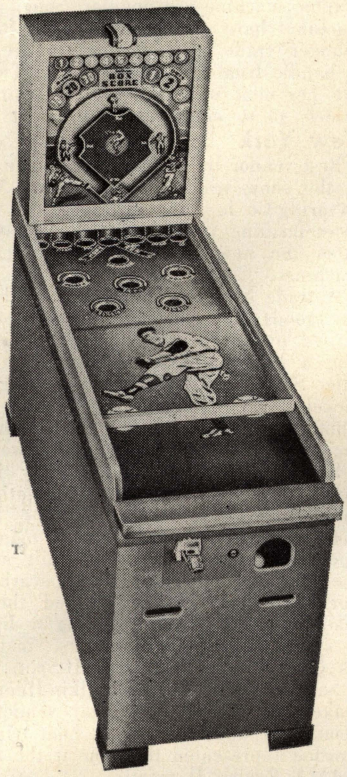

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ting feelers on taking contracts but attitude is not to give publicity to contracts at present. One local newspaper took a blast at a phonograph manufacturer accounting its contract negotiations.

Phonograph operators still differ considerably in reports on business but general trend seems to be a normal gain after the Lenten season. Distributors of phonos also report ups and downs in sales of the machines.

While operation of games is down due to legal bans, optimism among manufacturers and distributors of pin ball and arcade machines is really encouraging. One distributor reported sales gains of 20 per cent in March and a further increase in April; manufacturers have new numbers and production holds at a high level. Console games are said to be showing a pickup, but not like 1946—yet.

Arcades are fewer in number than in former years but seasonal pickup in business is reported.

There are no unusual reports in the beverage vendor field, but general reports suggest growing expansion in placing of machines by firms already in the field. The trade is moved by summer prospects ahead. Most reports deal with coffee vendors since there is increased activity in placing such machines.

The candy vending trade itself seems to be more optimistic here than the candy industry itself. Sales through vendors are gaining since the slow period for two months earlier in the year. There will be more questions in coming months as to how much competition soft drink, coffee and other vendors offer to candy machines.

Cigarette vendors have dropped from the limelight, after the newspaper blast in March at illegal operations. Move to legalize and license machines seems to have been forgotten by city council.

There's plenty of activity in pop corn vending. Two distributors report good sales and several new but small operators. Distributors of Auto-Vend, Inc., met in Chicago recently to revamp general sales plans and prices. Consumer demand reported to continue high for pop corn; January and February sales were low but gains have been made since then. Sales gain after Lent was reported to run as high as 40 per cent.

Bulk vendors of various types are reported as normal for the season, thus showing gains. Ice cream vendors are running along at normal, with seasonal pickup yet to come in full force.

Operators in many lines report noticing the much publicised "tighter spending" by the public, and this leads to uneasiness about the coming months. It even affects the speed with which operators buy new machines.

Cincinnati

Gradually the percentage of the "down" side of automatic music and amusement games is being whittled down, so that we can report business seems to be off only about ten per cent in these closely allied fields. Operators report there has been little change in cost of operation since the beginning of the year, except that gasoline has advanced two cents since then.

There are some Industry men who challenge the statement that business is off, claiming that many operators are using a false norm. They say that too much is being expected, and that the Industry is necessarily going through the aftermath pains incidental to the war, and it is only a matter of a few months until business will be "normal" or better, to even the most pessimistic.

It appears that there will be a city license of $15 per box per year for automatic music. The Industry is generally pleased that the proposed $40 fee did not stick, due to effective presentation of the facts by the APOA and distributors.

There was comfort to the milk vending business in the decrease of one cent per quart, retail, effective April first. Sales, dependent on industrial employment, have remained steady, and the margin of profit will be more comfortable now.

There are now 25 coffee machines in industrial spots and they are selling an average of more than 200 cups per day per machine, which is considered very good. One plant boasts five vendors. This appears to be a fine opportunity for a beginner or a veteran, as it is possible to buy one or more machines, as one's finances permit. The field has not even been scratched, the first 25 vendors having been intended as demonstrators for prospective operators.

Soft drink sales continue to mount and there seems to be only one fly in the ointment, the lack of new equipment at adequate prices. Cup vendors are at a premium, the Coke people not having started their cup machines in Cincinnati. They feel they need more time to learn if the public really prefers cups to bottles. Since they are primarily bottlers, some of their thinking may be caused by this, since bottle vendors are doing handsomely here. On the other hand, some industrial sites don't want to bother with the glass, according to report.

Candy, which suffered from Lenten blues, immediately started to show signs of picking up after Easter. Prices on several items have been reduced and operators expect further cost declines at the factory as the

weather warms up. All candy is now said to be available, and it is reported manufacturers' warehouses are well stocked. This will be the first year since the war ended that operators will be able to get a full line of summer-type bars.

Gum sales, ball, stick, tab and pack are looking up and it is expected they will increase steadily.

Cigarettes continue to sell readily and a steady increase over the preceding month and last year was registered. There is some price cutting by the carton in certain chain stores but this has little or no effect on automatic selling.

One voice-letter machine has been on exhibition in front of a down-town music store and has been doing a land-office business at 25 cents a record. Distributors hope to shortly announce operations on a county-wide basis.

Pop corn, another victim of fasting, started to spurt right after Easter and business is expected to continue to improve until the muggy weather sets in.

Nut sales registered increases over last month, as did all bulk penny items.

Arcade business showed a tendency to perk up with advent of some nice after-Easter weather.

Scales also are attracting more patronage, and business can be rated as about normal for the time of year.

Employment is steady and there is no labor rift, but some layoffs might ensue if the coal situation does not improve shortly.

Columbus

The per cent of cigarette sales has increased even more than at last report. William D. Bailey, supervisor of the excise section, Ohio Department of Taxation, reported that cigarette tax stamp sales for March 1948 were $1,399,726, as compared with $1,233,218 for the same month last year. This represented an increase of $166,508.

Total net sales to April 1, 1948 were $3,919,197, while they amounted to $3,491,600 in the same period of 1947. This reflects an increase of $427,597, or more than 12 per cent. During our previous report on Buckeye cigarette tax stamp sales, the increase was approximately 11 per cent greater than last year.

The Ohio Beverage Law Committee, appointed by Clark Hanold, president of the Ohio Bottlers of Carbonated Beverages in 1947, is slated to meet with a group of attorneys this spring to draw up a state beverage law that "will conform to modern day practices." The committee members have been instructed to study industry problems and current state and federal laws and to suggest amendments to the Ohio law. Adequate labeling law and transient bottles are some of the subjects that will be discussed. Attorneys representing five classifications of bottlers have been invited to assist the group in drafting a labeling law, officials said. President Hanold said that the group intends to make the results of its study available to all interested state associations.

As always, the weather is an important factor in determining business conditions. Warmer spring weather has been a helping factor for some branches of the coin industry here. Arcade business has received a shot in the arm, especially since fronts can be dropped and players of the various machines find easier access to the arcade interior.

The novelty of television has not had an opportunity to make its appearance here as yet, but reports indicate it is just around that proverbial corner.

Coin-operated laundries here still get more new business. With the spring cleanup campaign in full swing, they should add still more customers, plus augmenting their capacity with increased business from the old ones. Another new laundry has been added in the near uptown district.

Peanuts can be found in a few of the nut machines, but very few operators are willing to invest in higher-priced mixtures, simply because the profit margin is small. A loss can take place very easily, in fact, so the operators are hesitant to gamble on the profit angle.

Chewing gum is to be found in plentiful quantities. Many of the local chain grocery companies are taking away profits in this field, however, as they are offering boxes of 20 packs of the more popular brands for as low as 65 cents per box.

The employment rolls here continue to stay at a high level, with new industry continuing to take care of the labor market available in the central Ohio area. Canteen operators and soft drink machine venders still possess a lush operating territory, though, to be sure, their profits have been sliced by higher operating costs. Warmer weather will pull down candy sales, but soft drinks should boom.

Phonograph business is still slow, with people holding onto their pocketbooks a little more tightly.

Popcorn machines are doing a normal business for the season of the year. An upturn this summer, with more people out for a good time, can be expected.

Seeburg's *Select-O-Matic* unveiling here and attendant publicity gave local coin machine business, especially phonos, a much-needed boost in the public eye. The affair was handled quite adroitly and with *savoir faire*. This was public relations at its best, as many local people commented on the marvelous invention.

Denver

Distributors here have expressed their optimism about the future by recent expansions, either in enlarging quarters or extending territory covered. The city itself is also being boosted by increased air travel facilities that are used to advantage by coinmen.

Denver's five largest hotels are also spending considerable sums on modernization programs, which means that this type of location is made more attractive. One hotel plans a three-million dollar addition.

When gasoline shortages are being discussed in some parts of the country, this area is gaining prominence as a producing and refining section. An oil boom usually spreads prosperity in any territory.

Shoe shining machines are being introduced here. One of the first was placed in the main lounge of a theater; manager reports the machine is getting good patronage from men but that women do not seem to use it.

Denver also has a theater which for many years has had a real arcade on the mezzanine and also main lounge floors. Originally, an amusement machine was installed to amuse customers who had to wait for seats—and the idea has grown. A voice recorder, change makers and a photographic machine are popular. Some penny machines have also been installed for the younger trade. Change makers are said to handle from $20 to $50 a day. Twenty-five per cent of profits on the coin machines go to employees' retirement fund.

New York

Best vendor public relations job in town is the show window of the Rowe Manufacturing Co. building on 17th Street, which faces bustling Union Square. Display features the new Rowe *Diplomat* cigarette machines.

A trade survey of the candy field finds bar goods and chewing gum top sellers, trailed by hard candy. Latter line is getting a major advertising push from both Life Savers and Charms, stressing the nickel price. Products are gaining favor among vendor men, particularly due to their keeping qualities in warm weather.

Spacarb, Inc. and Canada Dry joined forces in installing a test installation of the former's fountainette in the Bronx Zoo, major traffic site. Unit is manually-operated, 3-flavor dispenser, built around the same mechnism as the Spacarb vendors. Canada Dry has entered the cup machine syrup market, selling a line of 9 syrups direct to operators, including its Ginger Ale, Spur and Hi-Spot.

Sam Malkin, head of Malkin-Illion Co., makers of the *Phillies* cigar vendor, has been on a South American boat trip. Ike Gordon represented the firm at the recent NAMA Region II meeting.

Bradley twin-drink cup machine, spotted by Skyline Vending Co. in the Brooklyn Collector of Internal Revenue building, did top business during the federal Income Tax collection period. Long lines of visitors, awaiting tax advice, refreshed themselves at the vendor.

Geared to mass production, the Coca-Cola Bottling Co. of N. Y. has moved into a new $3,500,000 five-story layout. Plant has a production capacity of two million bottles daily. Coke dominates local bottle vendor picture.

Acquisition of Newark, N. J. airport by the Port of N. Y. Authority is expected to hypo coin machine installations there. Authority has been highly receptive to vendor operators at La Guardia Field.

Alkuno & Co. are in production on a two-column penny gum vendor. Compactly designed for clamping to large-sized candy bar machines, the unit will hold 140 pieces of Topps tab-sized gum.

Pepsi-Cola Co. has obtained a new bottled drink vendor for its licensees. New unit, made by Delf Vendors, Inc. of St. Louis is 60 in. high and occupies 24 in. by 25 in. of floor space. Machine holds 48 bottles in a conveyor and 48 more in pre-cool.

No encouraging news up to the present time to report on removing certain legal restrictions on amusement games. The official city survey some weeks ago reported 4,504 games in the city, when under the license system a few years ago there were at least 16,000 pin ball games. Locations are reported as 4,298 to hold the 4,504 games. Operators are reported at 152, when back in the license days there was a total of about 850 operators. Survey reported 11 distributors and two manufacturing firms.

Operators seem to be optimistic and report increased earnings on most types of machines.

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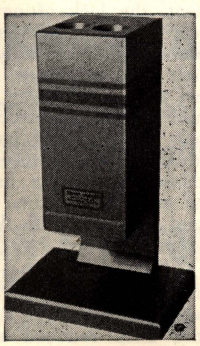

Pittsburgh

The big coal strike definitely created spotty conditions in all lines of business in this area. A heavy decrease in employment in factories affected the business of a lot of operators.

On the other hand, the factory, mine and mill workers live in suburban areas and, having lots of leisure time, they patronized local spots for entertainment and diversion. While vending machines in factories may have lost business, other machines in cigar stores, taverns, etc., gained in patronage.

The tax situation is still said to be depressing to cigarette operators. This branch of the trade is not so optimistic at the present time.

Coca-Cola is expanding in this area and an increased use of soft drink vendors is expected to result. Fifty soft drink machines are now found in the fire department houses in the city. Part of commission goes to pension fund.

Unusual boost for pin ball was seen when the Pennsylvania Railroad's new Jeffersonian train was shown here in preview. Among the innovations for diversion of passengers was a pin ball game in the modern recreation car. The game seemed to attract most attention during the preview. Pin ball play has picked up here, after consoles were put under a ban.

Outlook for amusement parks is considered favorable and arcades are already begininng to show increased business. The coin machine trade seems most worried about taxes of various kinds at the present time.

Salt Lake City

While heavy industry gradually was grinding to a halt because of the coal walkout, the Coin Machine Industry experienced better than average business in two of Utah's principal centers.

Operators of both games and phonographs reported things were brisk in sections of Carbon County, big coal production area in central Utah, and at Provo, center of the new steel production area.

Men who were made idle because of the idle steel mills and the closed coal mines whiled away time in places of entertainment where music and games were situated.

Other operators, however, were outspoken in their opinion that business is bad and they blame it on a wet, cool spring. A few thought that it was the reaction of the people to the serious International situation and that because of uncertainty they weren't spending their money.

On the other hand, the industry is looking for a brisk business this summer as the resorts open up for the season. A few places are making their preparations for an early opening but the business is not expected to be in full swing until the middle of May or June 1.

Ordinarily, spring weather has been on hand for some time, with an occasional drop in temperature for a day or two, but this year it has been just the opposite, with only a day of good weather sprinkled between snow and rain storms, with near frigid breezes to keep the customers close to their homes.

San Francisco

The tense international situation is reflected in Bay Area machine receipts. John Q. Public is living in a cloud of uncertainty and is hanging on to his shekkels waiting to see which way the wind is due to blow. While returns on most equipment is spotty, army camps closed since the war are starting to re-open and the preparedness undertones should make itself felt in a month or two; more money will go into circulation and coin equipment will get its share.

Music collections have increased slightly during the past six weeks. Flipper bumpers are converting new players to the pin game ranks daily, with total play fluctuating between normal and sub-normal.

Bulk vending is on the slow side in both San Francisco and Oakland. Candy bars are making nice strides, aided by lowering bar costs, which have been pushed to an average of 75 cents per box.

Ice cream vendors are making headway into theaters and are on the upgrade all through the area. Scales are rolling in normal pattern, with plenty of good locations still available.

Seattle

Optimism seems to be general along Coin Machine Row as summer approaches, with several reasons given for the enthusiasm.

Restrictions have been taken off recreational construction, for one thing, since President Truman signed the new rent bill. According to E. B. Hickok, manager of the Seattle Associated General Contractors chapter, the organization is looking forward to quite a volume of construction business in theaters, ballrooms, bowling alleys, etc. Up to now, applications had to be made to the Office of Housing Expediter for permission to go ahead on this type of construction.

Payroll prospects here brightened, too, when it was announced in Washington, D. C. that the Air Force has ordered 27 additional Stratofreighters from Boeing Airplane Co. The $20,000,000 order boosts Boeing's backlog of military and civilian orders to about $240,000,000. Present Boeing employment is approximately 18,000.

Operators from Alaska have been making the rounds along Coin Machine Row, now that the winter season is over. They're looking forward to a large tourist trade this summer, and putting in orders for machines.

Canadian operators are suffering from the embargo clamped on imports by the Canadian government, but quite a few of them are now visiting Seattle, hoping the embargo will be lifted soon so that they can purchase additional equipment.

According to C. Allen Smith of Puget Sound Novelty Co., tourist business in this state will benefit from a large influx of Canadians. He reports that the Fraser Amusement Co. of Bellingham is buying a large amount of equipment for summer resort locations in that territory which expect heavy Canadian patronage.

Tourists from other states and from Canada spent $96,000,000 here during 1947, a Washington State College survey shows.

Pop corn and beverage vendors are not large items in the coin machine business here. According to one local distributor, this phase of the Industry needs promotion in this territory. Vending machines, he feels, are a special line which the average distributor of phonographs and amusement machines is not equipped to handle. With the proper promotion, however, he adds, distributors specializing in this field could do good business.

Another type of machine which has made little headway in this area is juice vendors. The Pacific Northwest climate, of course, is a disadvantage, as we have no long hot summer.

Amusement machines are going well, and distributors who were glum a few months ago are now busy and optimistic.

Arcade business is picking up, according to George Trambitas, who operates the downtown Amusement Center. Trambitas

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Mills Jumbo Combination	49.50
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no longer can count on heavy trade from servicemen, so he has made changes in the arcade to appeal to civilian patrons. The Center now sells cigarettes and magazines, jewelry and records, and the addition of this merchandise has brought people in who give the amusement games a play.

Cigarette vendors are popular items, and more than one distributor says that if he could get delivery on more machines, he could sell them immediately.

Phonograph business is at its post-war normal, which isn't a good normal, operators point out. Cost of machines is one discouraging factor. One local operator was hard hit last winter when police raided several downtown clubs for liquor law violations and closed them. Some of his most profitable machines were in the clubs, which are still closed.

Penny scales are doing well, and one operator who has had only pin ball games is now giving scales location tests.

Los Angeles

Kwik-Kafe of California, distributors of the hot coffee vendor of the same name, report an important trend in coffee machines relating to small plants. These locations, who do not employ enough personnel to become profitable locations, are subsidizing the vendors in the interests of giving personnel a much-needed service. Locations are guaranteeing the sale of 250 cups per day, and if sales fall short of this mark, the plant makes good the balance.

Bulk vending has dipped below the normal level. Candy bars and cigarettes are holding steady. Upsurging temperature has given beverage machines an added boost to its high flying grosses.

Consoles have experienced a steady decline in play, while five-balls are on the increase. A veteran coinman claims that the public, more conscious of their coins than ever before, are showing preference for five-ballers because they can play them for a longer period of time for their money.

A 12 to 15 per cent increase in phonograph grosses during the last month has pulled music out of the doldrums. Wired music on ten-cent play continues to hold up well.

St. Louis

Phonograph route operators in the St. Louis area are wearing beaming smiles these days as the result of an unexpected good collection situation through March and late April. Where most operators logically expect collections to scrape the bottom during the income tax month, "something happened" and the usual doldrums period failed to materialize. "My collections were about 10 per cent ahead of normal and certainly 200 per cent better than last March and April," C. W. Larcom indicated. "People were just spending money."

Distributors, who keep a close ear to the ground on their customer's collections, were equally optimistic. Delmer Veatch, of V. P. Distributing Co., was the only distributor who wasn't surprised at the flood of nickels flowing in during the period above. "This business just naturally invites spurts and surprises," he said.

Vending machine operators were not quite so fortunate, with the exception of the cigarette machine crowd. Large-scale cigarette venders, such as Al Price, and John Gazzoli of Star Novelty Co., reported that cigarette sales are constantly on the increase, as evidenced by larger numbers of service calls and re-stocking trips.

"Bigger machines are a must," Price said. "I think we're wasting a lot of time in restocking machines which could be put to better use opening up new locations."

Candy, nuts, and gum were falling behind as we went to press: largely the result of "scared money" which was holding back sales in all retail fields, according to Walter Bowman, veteran confection vender. Even the return of nationally-advertised candy bars failed to make an appreciable difference in sales volume. Incidentally, most St. Louis candy vendors have been rid of off-brand, unsatisfactory candies which spoiled the goodwill of customers for years.

"I wish I had put my machines in storage rather than selling candies which don't please the purchaser," one prominent operator observed. "I know a lot of people got out of the habit of buying from machines for just that reason."

The pin game field held its own, say bigger-string operators who run from 50 machines on up. New games, including exciting developments from most of the better known manufacturers, kept up play in good spots, while more commonplace pin games didn't do so well. All St. Louis games operators are raising the same complaint as those in other parts of the country—"let a machine have a chance to be established before replacing it with another."

Continually increasing high costs of operation will come under the scrutiny of a special committee when the Missouri Amusement Machine Assn. next meets, according to the officers of the group. Comprising phonograph operators, venders and pin-game men in one homogenous group, the association will make strict recommendations for cutting costs. One of the worst "profit leaks" to date has been "cost of living bonuses" which most operators have had to pay employes in order to keep them on the job, it is reported.

Spokane

With the coming of spring, business seems to be helped accordingly and, by the looks of things, the Pacific Northwest is starting on a banner year. Distributors and operators both report a healthy business condition in evidence. It is generally agreed that the war isn't over in this district so far as business activity is concerned.

It really isn't so far as government installations appear either. A number are still providing lots of work for civilians as well as bolstering the population with the military personnel still stationed in this part of the country.

All seems to be rolling smoothly with the new city ordinance regulating the operation of machines. A few locations have felt the firm hand of the law and have lost the revenue from their machines by allowing a minor to play them. While the penalties have not been officially announced, it is generally believed that a first offense will carry a two-week suspension, second two months, and third a permanent ban in that particular spot. Some operators believe that eventually this policy will narrow locations down to tavern operating alone, in which of course the minor problem is entirely eliminated.

City operators think they are near an agreement with county operators as to types of equipment all should use. It is generally conceded that no machine should use a coin larger than a nickel in value and that no consoles be run unless a skill feature is attached.

The county boys have been accused of running anything and everything that would take a coin, much to the disgust of the city operator. This lack of cooperation between the two came close to losing the right to operate in both city and county.

Everyone concerned feels that it would be better to adhere to the state tax commission's recommendations to prevent the use of a strictly chance machine in any location other than a state chartered club.

Most operators in the State of Washington are beginning to realize and are proud of the fact that they are producing undreamed of tax revenue for the operation of the pension system and that their cities in most cases are getting large sums of money which goes to municipal expense so sorely needed in these days.

Packard Mfg. Co. has made Earle E. Emery, of this city, district sales manager for their products. On a recent tour of his territory, Earle came home with quite

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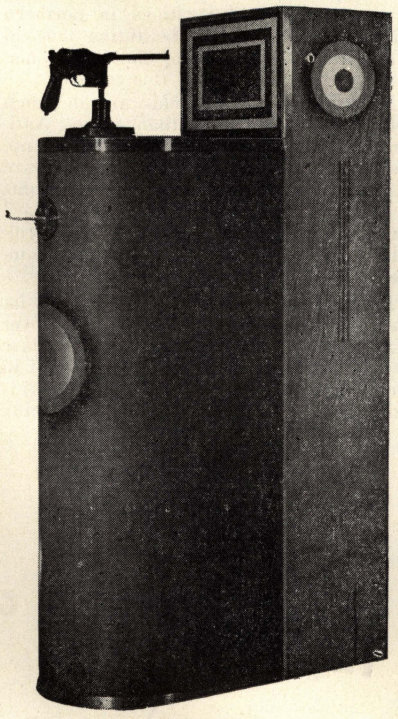

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a variety of business conditions encountered along the way.

In no place did he find things too tough, although operators in the Wenatchee district said that, due to the failure of marketing the '47 apple crop entirely, things were a little slow at this time. In Franklin and Benton counties, he reports that things are going at a tremendous rate, owing to the great expansion of the General Electric Co. in their operation of the atomic energy plant originally a part of the wartime Manhattan project.

Business in this district, like all booming communities, hinges on the construction of places to live and buildings to house business enterprises.

Washington, D. C.

The annual tourist boom is on in the nation's capital, and most types of coin machines are experiencing a healthy business increase as a result. The Washington Board of Trade announced that 250,000 visitors crowded the city for the mid-April Cherry Blossom Festival, and expectations are that the influx will continue for the rest of the summer.

All of the big hotels are booked solid for 60 days, and the smaller ones are operating at about 95 per cent of capacity. That the visitors are free with their cash is evidenced by the fact that the James E. Strates carnival grossed its highest Washington income in history in early April despite weather cooler than normal. The Strates outfit featured a large tent labelled "Playland," which did an excellent business. The arcade contained some 30 Mutoscope machines priced at a nickel per look, and a score of smaller movie machines at a penny. A few small claw machines were used, but no pin ball machines because of the transportation problem.

The Warner Brothers chain of some 20 movie houses capitulated to demand and installed cup dispensers in each. Only three of the downtown theaters have resisted the trend, and these are using two or more candy vendors. The rapid increase in beverage vendors in the past couple of months insures that this type machine will chalk up the biggest income in history this year.

Supply of new pin ball machines is now almost equal to demand, and increased play is resulting. Even the smaller locations are now replacing old machines with newer models. Roll-downs continue to be the exception rather than the rule, and it appears that this city will stay in the pin ball ranks.

Independent drug stores are proving fine locations for pin ball machines, and several have as many as six or seven. Chain drug stores have few coin machines of any type, although People's Drug Stores are now experimenting with coin changers located beside the telephone booths. Weighing scales are the only machines to make any head-way in the chains.

Much of the tourist trade is finding its way to the arcades with gratifying results. One large mid-city drug store recently removed a dozen lunch booths and replaced them with 15 pin ball machines. With the addition of three coin changers, the store is now coining money around the clock instead of just during the lunch period. Since the operator takes care of the maintenance, the store owner was actually able to cut expenses, while increasing the overall income.

Warmer weather is keeping the candy vendors from doing much, but no location is cutting down on its machines. A few theaters have discovered the wisdom of moving the vendors out of dark corners and placing them where they will attract attention. The opening of outdoor attractions has decreased the tavern trade, and the phonographs are suffering. Television sets are now near the 10,000 mark here, and that's no help either.

Twin Cities

All signs point to continued or increasing business for local coinmen. Employment is better than last year. Department stores sales are again advancing. Wholesale prices have dropped slightly. Good coin machine locations, restaurants and taverns, report trade to be from "fair" to "good." Resort operators in northern Minnesota are expanding facilities for the influx of summer tourists.

Several reports issued recently reflect continued prosperity in the Upper Midwest. The federal bank of Minneapolis said in its monthly review that bank debits —representing payments made for goods and services—reached a new peak in January. State auditor reported the tax collections on cigarettes and liquor to be "much higher than expected" during January and February.

Meanwhile, jobbers and operators, although cagey about forecasting summer business trends in the coin machine industry, expect increased "takes" and higher sales from here on out.

Music machine distributors announced that sales have already begun their pre-summer climb. Sales of phonos were reported to be 10 to 20 per cent higher in the latter part of February and early part of March than during the same period last year.

Part of the increase, ironically enough,

was attributed to the Governor's anti-gambling drive that last summer really hurt operators and locations in northern Minnesota. Many are substituting musical entertainment in place of the illegal machines to attract patrons this summer.

Music and vending fields are in much better condition locally than games. Anti-pin ball legislation and increased license fees in Minneapolis and St. Paul are hampering operations and cutting profits to the bone. Games with the "free play" attraction are still not paying for themselves according to the majority of coinmen.

But there is about a three per cent increase in takes from music machines over last year, while record customers have switched to polkas and "sweet stuff" in their buying. Heaviest phono business is being done in taverns that provide dancing space, while music takes in restaurants are running about the same as last year.

The polka craze has definitely hit the Twin Cities, but the best business is being done in North Minneapolis—predominately Polish. Here "*Helen Polka*," by Walt Dana, and "*Julida Polka*," by Frank Woznarowski, are tops in popularity. Other numbers in demand are "*Heart Breaker*" by the Ferko string band and "*Now is the Hour*" by Gracie Fields or Bing Crosby.

Maport Distributing Opens in Portland

PORTLAND — Maport Distributing Co. has opened offices and showrooms at 1312 S. W. Washington Street and will represent Filben Mirrocle Music in the Pacific Northwest. A Seattle office will likely be opened in the near future.

Maport is headed by Bob Portale who came to the Coast from New York a few years back for Cosmopolitan Records and has more recently been connected with the Seattle office of the M. S. Wolf Distributing Co. as outside salesman and with the Portland office of the same organization as manager.

Portale is well known to the music operators in the northwest territory and in addition to representing Filben will do a general jobbing and distributing business. A full line of Filben parts will be carried and a complete service department maintained.

Laymon Dancing With New Ballerina

LOS ANGELES — "Dance Ballerina Dance," goes the lyrics of a current favorite and most adequately does it describe the activity at Paul A. Laymon, Inc., where the staff is right on its toes filling orders for the new Bally 5-ball novelty game named *Ballerina.*

Shipments are now being made on the game and "the new *Ballerina* is catching on like wildfire and bids fair to becoming as popular on location as the song has been popular in the tuneshops," declared Laymon.

Two other contenders for top consideration in the Laymon menage are the new Bally free play *Gold Cup* and the automatic *Trophy.* Both are one-ball multiples with the new fan flash. Games have become very popular with the Laymon customers and the operators report a nice reception on locations.

Firm Readies New Coin Changer

SEATTLE — Mech-O-Vending Corp. is making torture tests and location tryouts on its new automatic coin changer, and will have it ready for the market about May 1.

Charles Pascoe, local coinman who is well known in national coin machine circles, is president of the recently incorporated firm and will be in charge of manufacture and distribution. Pascoe's staff is headed by Glen Jones, shop foreman, and Mrs. Vera Babbit, office manager.

The original plans to manufacture the machines from start to finish in the corporation's plant have been shelved, and a production plan which includes parts-making by other firms and final assembly in Mech-O-Vending's own factory has been substituted.

The new machine is completely automatic and all-electric, holds from fifty to sixty dollars, and will give change for quarters and dimes. It uses American slug rejecters.

Dale Holds Price On Automatic Gun

LONG BEACH, Calif. — Despite increased costs of material, Dale Engineering Co. is not raising the price of its sensational 15-shot automatic Mauser pistol to operators.

Eldon L. Dale, president of the company, reports overwhelming reception of the gun in all types of locations. There are four life-long targets—duck, rabbit, squirrel and owl—which actually fall when hit. When one animal goes down, another appears on a different section of the range.

Recoil action is just like a real gun, and it shoots just as fast as the player pulls the trigger.

One of the outstanding features of the pistol is the way it gives the effect of a 50 foot firing range while being housed in a small compact cabinet.

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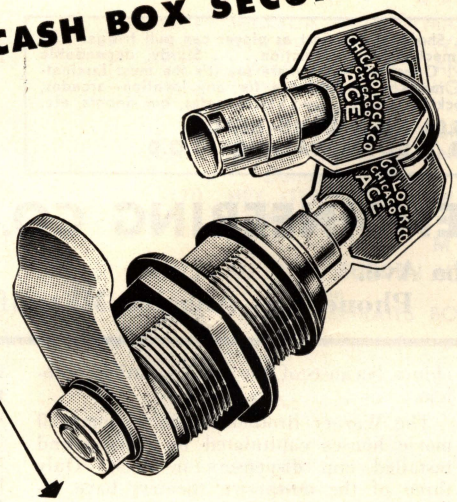

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Deliveries are prompt on ACE Locks for cash boxes and outside cabinet doors. When ordering locks for replacement, send complete specifications or sample of the locks being replaced.

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MERCHANDISE . . .

Not so many weeks ago there was a prospect that declines in commodity prices had set in motion a trend that would lead to lower prices on ingredients used in making merchandise, and eventually to lower prices on merchandise itself.

But the modern world changes fast. Commodity prices dropped in February, but before March had ended the general price level was rising again. War plans quickly changed the picture and now dominate all business trends. More details on the general picture can be found in the Business Review column on the first news page of this issue.

As this digest is being prepared, a kind of uncertainty is showing up in some of the merchandise supply fields. Probably it is a kind of anxiousness to know just what the rest of the year will bring forth. The candy trade probably shows it more than any other. The Army has already asked for bids on chocolate and some other kinds of candy, in large quantity, and such a move arouses questions as to possible effects on supply for civilian use and also on future prices.

Speculation is spreading as to probable shortages of various commodities—some of them used in making vending goods—if war plans increase in intensity over a long period. Right now, the plans are being set in motion to maintain a big program of war preparations over a long period. But there are also some prospects that the whole program may stall by the end of the year.

The general trend now is inflationary, and that means higher prices in general. Noticeable is a continuance of agitation for increase in cigarette prices by the manufacturers.

Consumers of vending merchandise are affected by general conditions. Some retailers report that candy bar sales have been cut, due apparently to the conservative buying attitude that people have adopted for the time being.

Consumer attitudes will be watched closely during May and June to see if people buy soft drinks, ice cream and other warm weather items at the same high level,

(See MERCHANDISE, Page 43)

N. Y. Cup Venders Form Association

NEW YORK—Growing importance of soft drink cup machines here as an automatic merchandising operation has led local firms to form the Automatic Cup Dispensers Assn. (ACDA). New organization is designed to help its members deal with the mutual problems of discriminatory legislation, taxation, sanitation, etc.

Membership is restricted to companies or individuals operating cup carbonated beverage vendors in the New York metropolitan area. ACDA, which has been conducting monthly roundtable dinner meetings at the Hotel Gramercy Park, lists as its objectives the promotion of goodwill, fair trade practices, and cooperation among its members.

At a recent organizational meeting Robert Rodner (United Automatic Vending Corp.) was elected president; Ken McMillan (Automatic Canteen of Long Island), vice-president; Don Shelton (Automatic Beverage Corp.), secretary-treasurer; and Lew E. Braverman (Drink Dispenser Corp.), chairman of the board of directors.

In addition to the above, ACDA's membership roster reads like a Who's Who of local cup vending, including John Collins (Automatic Canteen Corp. of N. Y.), Joe Schneider (Campus Fountain Products Co.), David Blum (Colamat Corp.), Arnold Fink (General Vending Corp.), Joel Brown (Public Service Vending Co.), Ralph Greenwald (Seaboard Vending Corp.), Joe Turchin (Skyline Vending Co.), Lionel Harris (Spacarb N. Y. Distributors), and Robert Babby (Victory Dispensers).

With better than 10 per cent of the country's 10,000 cup soft drink machines concentrated here in New York, formation and actions of ACDA is expected to provide a pattern for operators in other key areas.

New Location: Jails

SACRAMENTO — Ed Williams of Country-Maid Creamery and Ray Proctor, game operator, have formed a partnership to operate Revco ice cream machines. They have built up a string of 20 and are rapidly moving toward the 50 mark.

First location was the local jail where 68 cups were sold in less than four hours.

EXPAND with New Machines

Kentucky Law Projects Vending Questions

CHICAGO — The new Kentucky law (1948 New Laws—Page 83) will require some interpretation as to its application to certain types of vending machines, according to F. L. Brandstrader and Ray Vonesh, heads of the legislative department of NAMA. One section in the new statute contains the following:

"Sec. 4(c)—For machines vending commodities for the sale of which an occupational license is paid under KRS 137.050 the tax herein prescribed shall be reduced by the amount of such license tax paid to the state."

Question is raised as to possible city tax rates on soft drink, ice cream and cigarette vending machines, under the new law.

Occupational tax in Kentucky is $10 on soft drink outlets, $10 on cigarette and $5 on ice cream outlets, which applies also to vendors of these products. Under the new statute, cities may add a local tax on vendors equal to the state tax. The new state rate will add $5 yearly to the $10 occupational tax paid on cigarette vendors.

If a city proposes to tax cigarette vendors, will it be permitted to assess half of the total of $15, or only half of $5? These and other technical questions are expected to arise under the new law.

The Kentucky law is considered favorable to the extent that it exempts all penny vendors from the tax. Also, the official list of exemptions in the statute includes "turnstiles, parking meters, cash registers, pay toilets, postage stamp vending machines, fare or toll receiving machines or boxes, baggage lockers, pay telephones, coin-operated candy vending machines, coin-operated radios, pop corn vending machines, or coin devices used to receive toll charges for the transmission of vocal, telegraphic facsimile or other similar messages or services."

Further legislative action in States not yet adjourned is not expected at the time of this report. States still in session at the time are Arizona, California, Massachusetts, Mississippi, Missouri and New Jersey. The proposal in Mississippi for a $100 tax on soft drink vendors was reported unfavorably by a House committee. This threatening bill was said to have

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been initiated by bottlers who do not operate vending machines, in order to curtail business of bottlers who do.

The fair trade proposal on cigarettes in New Jersey is not likely to pass, according to current reports, although the tobacco trade strongly supports it. New Jersey now has a state cigarette tax of three cents, becoming the 39th state to tax the item. Included in the cigarette statute is an occupational fee of $5 per year on cigarette outlets and cigarette vendors are considered as outlets.

The unique proposal in Massachusetts to amend the cigarette unfair practices act by including commission rates paid to locations on cigarette vendors was postponed until 1949, which is taken to mean that it is dead. Vending machines were exempted from the new enabling act passed this year by the New York Legislature, which was considered a signal victory for the vending trade.

NAMA officials say the legislative scene is now shifting to the cities, and currently a number of tax threats are reported in cities in New Jersey and Pennsylvania, while one city in New York and also in Ohio has recently reported tax threats to vending machines.

Additional details on legislation in general will be found in a report on the first news page of this issue.

Mills Fountain In Western Operations

NEW YORK—Major expansion in the use of the Mills 400-C *Automatic Fountain* by Western operators was announced here by Harold J. Foster, vice president of the Automatic Syrup Corp., national distributor for the 400-cup soft drink machine. The vendor, shipped from Chicago, where it is manufactured by Mills Industries, Inc., is now being sold outright to independent operators from coast to coast.

Automatic merchandising firms which have recently added the *Automatic Fountain* to their operations include the Western States Beverage Co. of San Francisco, Cal.; Refreshment Dispensers Corp. of Seattle, Wash.; Refreshment Service Corp. of Portland, Ore.; and Automatic Beverages of Colorado, a Denver concern. The Automatic Beverage Corp. of Los Angeles, which centers its operation in Hollywood studios, has been using the Mills machine for the past year.

Featuring stainless steel syrup, carbonator, and water systems, the Automatic Fountain is designed to meet the strictest sanitation standards. Serving a 6-ounce drink within 5 seconds, the vendor is powered by a Mills direct-drive condensing unit. Servicing is done from the front of the baked enamel cabinet, which stands 67⅛ in. high and occupies less than two square feet of floor space.

Jump-Proof Mechanism Is Feature of "Aristocrat"

LOS ANGELES—Robert L. Stark, president of Ideal Weighing Machine Co., revealed that a patented coin trip mechanism, an exclusive feature found only in the Ideal *Aristocrat*, is the major reason why Ideal operators are realizing 200 to 600 per cent profit.

"If operators will make this simple test, they will realize why the Ideal *Aristocrat* is the greatest money maker in the scale field today," Stark said. "Take hold of any scale, stand on the platform, then tilt the rear end off the ground and slam the scale back to an upright position. Every small scale but Ideal will give the customer a free accurate weight."

Operators Discuss Drink Vending for NATD

CHICAGO—True experiences in operating soft drink vendors were contributed by tobacco distributors Knack and Jones, during the vending machine round-table conference at the NATD convention here Apr. 12-15.

Knack, long known in the cigarette vending business in Illinois, reported on his new venture in which he has placed 18 soft drink machines of the cup type. He is very enthusiastic about the outlook and plans expansion. He says a better quality drink can be served through cup machines than in bottles.

He sets his vendors to dispense a 7-oz. drink (Coke), which competes successfully with bottled goods, at five cents. The margin is about two cents, paper cups being estimated at about one-half cent each.

Knack pays about $875 f.o.b. Chicago for vendors and average sales have been running about 400 drinks per machine a week. He pays 25 per cent rental commission at the present time but considers this as high.

He was able to get a syrup franchise by purchasing the interests of a firm upon the death of the owner. He also sells syrup to fountains as a franchised jobber. Syrups for bottled goods and for fountain trade are kept in separate classes and sold as separate franchises. Operators of cup vendors buy kind of syrup sold to fountain trade.

Distributor Jones reported that price of cup vendors is increasing and that good machines are not plentiful on the market. He uses the Snead vendor and sells a 6-oz. cola for five cents. If Pepsi-Cola or root beer are dispensed, a 9-oz. drink in a 10½ ounce cup is given for a nickel.

Both men are enthusiastic about the soft drink vendor field.

Victor Vending Names Western Distributors

CHICAGO — Victor Vending Corp. has completed its west coast representation and announced the following distributors and territories: Bill Evangeloff at Ace Vending & Distributing, 2702 W. Pico, Los Angeles, will cover southern California; Leon Silver, San Francisco, northern California; A & B Dist. Corp., 1533 N. E. Union, Portland, state of Oregon; Bert Farmer, 1435 23rd Ave. S., Seattle, western Washington; and Harold Farmer, S. 159 Browne St., Spokane, eastern Washington.

The Nation-wide Duo Registered Key Plan

The plan gives operators a single key for all of their machines and the assurance that no similar key will be issued or used within a 500 mile radius.

Duplicate keys are available only upon written request of the registered owner whose signature must match the signature card on file in our offices.

Write for details of this amazingly helpful plan.

Be sure to specify Duo Locks on the coin and vending machines you buy.

***Coin Machine Locks now available for prompt delivery**

THE ILLINOIS LOCK COMPANY
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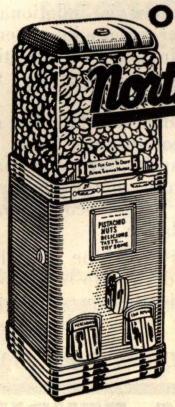

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Designed and built to meet the demands of experienced operators, *Northwestern* bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment —insist upon *Northwestern*. Write for the name of your nearest distributor.

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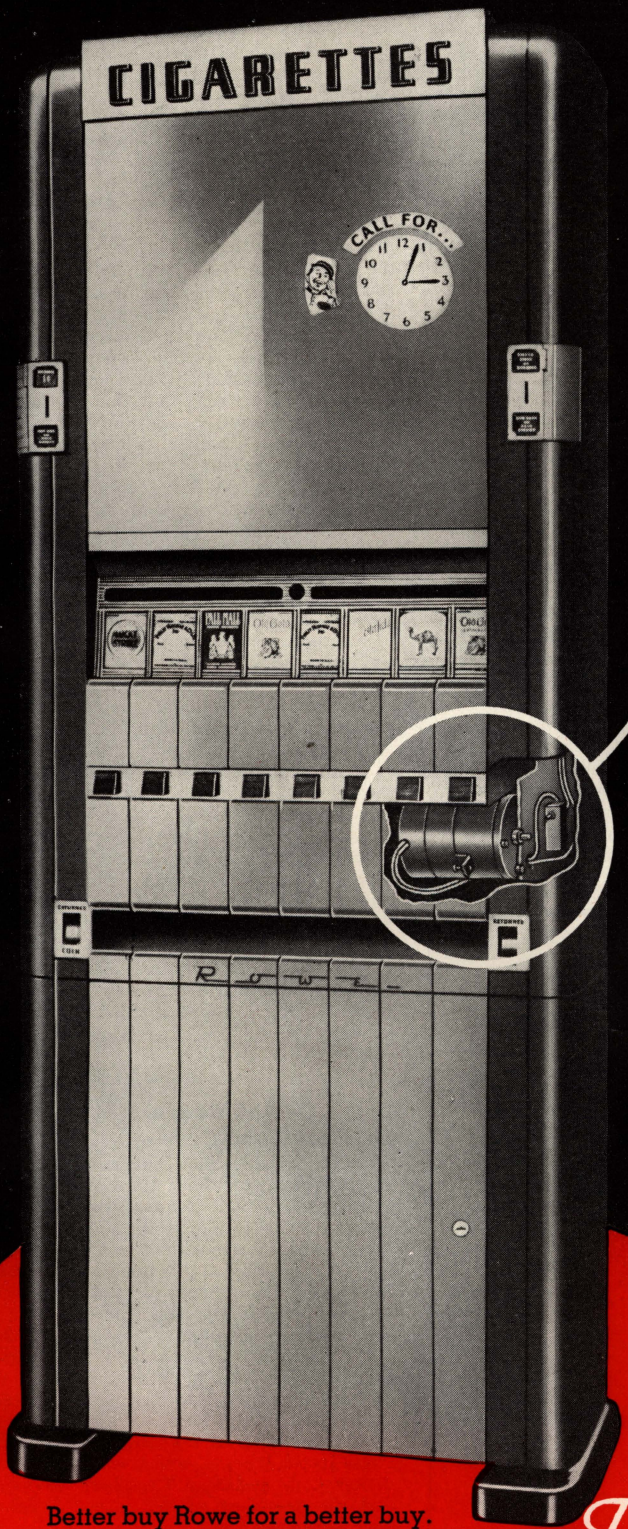
The *Only* Electric that requires no specialized knowledge



Your present staff can service and maintain the Rowe Diplomat. A single motor and switch are the *only* electrical parts. Push-button operation is fast, positive, saves wear and tear.

The Rowe Diplomat is the *only* cigarette merchandiser that achieves *every* desirable feature of electrical operation *without* complicated electrical components.

Plus the AUTO CHANGER

The Rowe Diplomat also is the *only* electric with the AUTO CHANGER—the built-in change maker that returns nickel change on 20¢ sale when quarter is used . . . And that automatically accumulates nickels from purchases, with auxiliary reserve.

Better buy Rowe for a better buy.
Order now for early delivery.

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World's Leading Manufacturer of Automatic Merchandising Equipment
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NAMA N. Y. Meeting Covers Varied Subjects

NEW YORK—About 75 vending machine operators, manufacturers, and supply men turned out here for a meeting of Region II of the National Automatic Merchandising Assn. (NAMA) at the Hotel Commodore. All-day get-together included a morning session of reports, a luncheon, and an afternoon program which featured operator roundtable discussion panels devoted to beverages, cigarettes, and candy, gum, and nuts.

George N. Seedman (Rowe Mfg. Corp.) was unanimously elected regional chairman to succeed Frank J. Bradley (Automatic Equipment Co.), who presided at the meeting. NAMA staff men on hand included Thomas B. Hungerford, public relations director; Fred L. Brandstrader, legislative counsel; and Howard I. Olsen, membership director.

Speaking at the luncheon session was Horace P. Bronfield, a vice president of the Corn Exchange Bank & Trust Co., which operates 75 branches in this area. Bronfield pointed out that banks were using more and more automatic equipment in their own operations (citing a new 5-column coin-wrapping machine as a recent example), and were conscious of the potential which lay ahead in automatic merchandising. He stressed the need for coinmen to know their markets and to understand business conditions; to trim costs; and to watch sales and locations.

Bronfield offered the prediction that a return to price controls and allocations might prove necessary to meet the threefold needs of the European Aid Program, military stockpiling, and U. S. internal economy.

Trade talks at the morning session featured a report by George D. Pratt (Automatic Canteen Co. of N. Y.) on the recent legislative session in Albany, which included the shelving of the $50 per machine Paresi tax bill; and the omission of vendors from a new enabling act authorizing cities to tax coin-operated amusement machines $25 each.

Tax matters were also the topic of a talk by Fred L. Brandstrader, who stressed the need for national coordination to meet unfair state legislation. He stated that while Virginia had adopted a gross receipts taxing law favored by NAMA, Kentucky would probably follow other Southern states in authorizing a per machine levy.

Howard I. Olsen discussed the functions of various NAMA committees, outlining plans to adopt uniform accounting systems for all operators in order to obtain a standardized picture of cost factors; to secure standard insurance policies and lower premium rates to cover vendors; and to add 500 new members to the NAMA roster. W. G. FitzGerald (International Ticket Scale Corp.), one of the founders of NAMA, presented a preview of the 1948 NAMA Convention, scheduled to be held Dec. 12-15 at the Palmer House, Chicago.

Roundtable meetings in the afternoon saw the formation of three groups discussing specialized operational problems. Sal Quaranta (Forty Vendors, Inc., Mt. Vernon, N. Y.) led the candy, gum, and nut session; while Aaron Garsh (Supreme Cigarette Service, Inc., New Rochelle, N. Y.) headed the cigarette confab.

Largest and longest session was devoted to beverage machines, with John P. Pero III (Spacarb, Inc.) acting as group discussion leader. Discussing the maintenance question, drink operators agreed that the service or route man should *not* perform major repair jobs at locations. Taking the view that it was the service man who "brings in the profits," it was felt that he should be given a definite route to cover within an allotted time, being responsible only for minor maintenance work.

Where a major repair was necessary, this information should be phoned in by the route man to his home office, which can then assign a mechanic to the job. Along this line, some operators also suggested that vendor manufacturers "utilize" mechanisms, to permit rapid "pulling" and replacement of defective units.

On the question of frequency of servicing for cup vendors, most speakers expressed a preference for daily calls. Stress was placed on the "service" factor of automatic merchandising, and several firms disclosed informal arrangements with individuals at locations (particularly attendants in movie houses) to wipe off the machines, and to keep an eye on the vendors between servicemen's visits. Operators were also advised to follow-up their servicemen's calls with periodic personal visits to locations, to let management know that they had an active interest in the vending enterprise.

Two viewpoints were expressed on the subject of servicemen's bonus compensation. Several speakers indicated a preference for pooling all commissions paid to servicemen, and dividing a lump sum equally among the firm's routemen. This practice was said to permit flexibility in the interchange of personnel from one route to another, and insuring the employee of a "fair share" in bonus payments. Operators pointed out that often the most profitable route (which would pay the highest commission to the employee) is the easiest to service, and that it was frequently necessary to assign the best servicemen to "poor" routes, where the lower earnings would cut down his commission earnings. By pooling commission payments, servicemen retained an interest in overall operations, regardless of their particular routes.

An opposition viewpoint argued against this "pooling" system, claiming that servicemen had more of a "work incentive" when they knew that their commissions were dependent on the vendors they personally serviced. Generally, the panel favored a bonus payment plan to tie the workers' earnings in with the success of an operation.

Vendor makers spotted at the beverage session included representatives from Spacarb, Inc. (New York), soft drinks; Rudd-Melekian, Inc. (Philadelphia), coffee; and Snively Vending & Sales Co. (Winter Haven, Fla.), fruit juice. Noted among the suppliers were Lily-Tulip Co. (New York), paper cups; Pepsi-Cola Co. (New York) and Sero Syrup Co. (Brooklyn), syrups. Beverage operating firms on hand included Automatic Canteen of N. Y., Spacarb N. Y. Distributors, Automatic Beverage Corp., Skyline Vending Corp., and the City Milk Co.
ern Electric Vendors, New York.

Drink-O-Mat Route Set for Cuba

NEW YORK—Since the current import embargo has shut down the Canadian market for U. S.-made vendors, one manufacturer here has turned in the opposite direction and shipped machines to Cuba. Drink-O-Mat Industries, cup vendor makers, have exported a shipment of their 1000-cup *Drink-O-Mats* to Havana, where a route of the beverage machines is now in operation.

Deal was handled through the Florida Drink-O-Mat Corp. of Miami, which is the franchised distributor in that state and Cuba. The Florida firm recently introduced the *Drink-O-Mat* at a public showing in the Plaza Hotel, Havana, which was attended by Albert Cole and Sam Kressberg, president and vice-president of the parent Drink-O-Mat Industries Corp.

Latest addition to the distributor roster of the New York firm is the Tennessee Drink-O-Mat Corp., franchised distributor for that state. Principal of the firm is Edwin Young, well-known operator of super-markets. Distribution will be handled from Nashville, where the Drink-O-Mat was publicly shown at the Noel Hotel.

BARGAIN SALE!!

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Vending Round Table Highlights NATD Meet

CHICAGO—Among a list of 35 round-table conferences during the National Assn. of Tobacco Distributors' annual convention (Apr. 12-15), vending machines was on the program as No. 26. Attendance at the 1948 round-table on vendors was smaller than last year, but interest was keen from the opening.

H. D. Bracken, Jr., Sterling Tobacco Co., Seattle, presided. Present were several tobacco wholesalers who operate vendors of various types, also representatives of firms making cigarette and cigar vendors. A primary purpose of vendor conferences each year is to give information for distributors who plan to enter vending field.

Distributor M (from Michigan) was only distributor present this year who wanted information. He already has some machines, can buy a route of 150 machines on location from an operator who wants to get out of the business.

Experienced operators advised that best way to get into the business is to buy a route already set up, especially from someone getting out of the field. Price to pay for an established route? Locations must be considered as valuable because it is expensive to get them. One operator said he often spent a whole week and maybe got only one location — and he has been in the business for many years.

Another speaker recalled the days many years ago when he could get 10 to 15 locations in one day, for bottle type beverage vendors. Mr. K (Ill.) said his firm obtained 32 locations just the previous week, and during the same time lost 10. All agreed that getting new locations must be made a permanent work since locations are being lost regularly.

Mr. R. (Calif.) said some firms value locations at $100; K. said he considered locations are worth $20 to $25 in addition to the price paid for machines, when buying machines on location. Installing machines (cigarette) on location may cost as much as $40. One speaker suggested that old machines of some makes are now worth more than original price. Trade-in value of machines is not a full guide in buying machines on location.

Distributors agreed that vending operations should be kept separate from wholesale business, and separate service men should care for different types of machines. Some wholesalers form separate companies to operate vendors.

Varied Operations

One objective in the NATD program for 1948 is to encourage diversification, and distributor-operators at the conference well illustrated the idea. Walter Knack, a well-know tobacco man in Illinois, has cigarette machines, is setting up a route of cup vendors and likes the prospects, has tried cigar vendors and dropped them.

Chr. Bracken has cigarette vendors and more recently has set up a route of 500 vitamin vendors; vitamin vendors have been on location for five months and restaurants prove to be best location; goods cost 2½ cents and sell for nickel and 5 per cent rental is paid to locations; minimum of two sales per day must be made, but some locations make 10 sales per day; sales vary a good deal and many people are embarrassed about taking vitamins in public; customers get the vitamin habit slowly; opposition of medics and retailers to vitamin vendors is declining. Bracken undecided as to future of vitamin vending.

Speakers agreed that candy and chewing gum machines go well together and that these routes can be combined with a cigarette route. But the same service man should not try to service cigarette and candy vendors on the same trip.

How about grocery and drug store locations for cigarette vendors?

Reports suggested that the vendors are slowly getting into drug stores, but into groceries and super markets still slower. One speaker told of having two vendors in a drug store which require twice-a-week servicing. Trend to drug store locations was reported to be marked in North Carolina. Vendors in drug stores tend to replace counter sales, but in supers and groceries the trend is to use vendors for single pack sales and to continue selling cartons at the counter. Drug and a number of other stores still like to use cigarettes as a "come-on" even though vendors have advantages. One speaker reported he had poor experience with drug and grocery locations.

Discussion of super markets and drug stores raised subject of fair-trade pricing. Reports suggested that fair trade regulations are a decided advantage—almost a necessity—to operate vendors in supers, drug stores, etc. When such locations cannot use cigarettes as a loss-leader, then they are willing to listen to an operator talk about vendors. Massachusetts was referred to as an example, and George Seedman (Rowe Mfg. Co.) told how chains may cut cigarette prices in New York from 20 to 18 cents, which will hurt vendors. Report was that New Jersey had not passed its fair trade proposal as late as April 10.

Consensus was that vending trade must strongly urge fair trade laws.

Competitive evils among operators was dismissed with the opinion that such evils are a local problem, that they come and go, and that the only solution is an organized program for cooperation among local operators. Reports suggested that evil practices used in some cities by beer and milk trades, such as improvement loans, are being adopted in the cigarette vending field in some areas.

Coin changers increase sales by about 12 per cent, according to one report. About 50 per cent of customers had deposited quarters. Locations welcome changers as a new and important service. Changers separate from the machine do not aid cigarette vendors so much, since the vendors accept dimes as well as nickels.

Is there such a thing as average pay for service men?

Reports suggested a low of $35 per week, with $75 plus bonus as high, and that $60 per week plus bonus could be considered as average; pay varies considerably with areas. Work should be on a 40-hr. week basis, with a quota in packs for the day or week, and bonus for sales above quota per week. Bonus may be one-fourth to one-third cent per pack sold above quota.

Knack reported on his incentive plan which is proving highly satisfactory. Under plan, five men do as much as eight formerly did and service men average $100 per week; good men expected to care for 175 cigarette vendors per week, getting five cents per carton; routes extend into other towns, as much as 80 miles from home base; check on stocks, etc., made once a week, while another operator said that daily check should be made under his plan. Knack furnishes gas, oil and other aids to his service men. Plans of management of servicing seemed to vary considerably and discussions could have extended into many hours.

One speaker stressed value of the few locations found in villages and suburban areas; they are profitable for cigarette vendors, he said. Big centers offer most competition.

Two distributors delivered commendable pep talks as to why wholesalers should operate vending machines, especially cigarette vendors; vendors help to hold many retail accounts; in these days of tight money, many retailers now want vendors so they will not have funds tied up in stocks; wholesalers can also use vendors to collect past due accounts by holding commissions until debt is paid; one distributor said he would keep his vending business, if he had to choose between giving up wholesale business or vending route; another distributor said he had found the vending route more profitable than investing in property. The vending business is growing steadily, they all agreed.

One speaker suggested that about 50 per cent of tobacco wholesalers now have a vending business of some kind, and distributors seemed to agree that this ratio is about correct.

Auto. Beverage Moves

NEW YORK—Keeping pace with its expanded operation of Mills 400-drink *Automatic Fountain* cup vendors in this area, the Automatic Beverage Corp. has moved to larger Long Island City quarters. Firm has leased a newly constructed one-story building at 46-09 Vernon Blvd., which will house its office, shop, and warehouse.

Largest user of Mills drink machines in New York, Automatic Beverage has vendors in transportation terminals, industrial locations, and motion picture theatres, including a number of RKO houses.

Locations for you — and profits too — with KWIK-KAFE!

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85-Drink Vendor Makes New York Debut

NEW YORK—*Console Cup*, 85-drink bulk vendor made by the Hupp Corp., Cleveland, for Pepsi-Cola Co., made its local debut at the latter firm's public service center here on Broadway.

Unit is semi-automatic in that the patron must help himself to a paper cup and place it under the dispenser. Machine is coin-operated, and uses a 128-ounce can of syrup as its flavor tank.

Vendor is designed for use in small-volume locations, and its placement here is regarded as an exploitation effort to attract the interest of potential location-owners who may visit the center. Device is the fourth cup machine to be added to the small site, as two *Snead* (Stewart) 600-drink units and a *Lion* (Bally) 1200-drink vendor are already in use. All the machines serve 9-ounce nickel drinks, but only the *Lion* features a change-maker.

Other coin machine additions to the center include two cracker vendors, operated by the Automatic Canteen Corp. of N. Y. Both are candy bar machines, one a Canteen dispenser and the other a Stoner *Univendor*, offering Cream-O peanut butter sandwich-type cookies made by a Brooklyn firm.

Self-Lok Used on Spacarb Vendors

NEW YORK—Self-Lok, a coin collection box originally developed for use in pay telephones, has been adopted as standard equipment in Spacarb drink vendors.

Device, used by about 90 per cent of the companies in the Bell System, was recently placed on the market for vendor use by the Self-Lok Corp., headed by Charles H. Lipton. A collaboration between Lipton and the Gray Telephone Co., phone parts maker, the coin box is now being used in a wide variety of coin machines, including vendors, mail-o-mats, automatic washing machines, coin radios, parking meters, etc.

The box locks automatically when it is removed from a vendor by a route man, who replaces it with an empty one. To prevent tampering with its contents, a small lead seal is wired to the latch lock. The counting and handling of money is thus taken out of the hands of service personnel, and centralized in the operator's home office.

While some telephone firms at first opposed the self-locking box on the grounds that it reflected on the honesty of their employees, increased earnings from coin phones using the Self-Lok have made it standard equipment in nine out of ten U. S. pay phones. Quick to recognize its operational advantages in vendors, a number of coin machine firms have arranged to incorporate the device in their equipment.

Assn. Wins Fair N. Y. Washer Tax

NEW YORK—Indicating that coin machine trade organizations are effective media in giving operators a chance to battle unfair legislation, the Coin Metered Washing Machine Operators Assn. here has succeeded in having the Board of Health revise its licensing provisions for apartment house coin-operated washers. New provision now fixes an annual $10 license fee on a per operator basis in lieu of the proposed $2 per machine levy. (See *Automatic Vending*, April, p. 41).

Group has also donated $250 to the widow of a policeman slain in a gun battle with a thief breaking into the coin box of a metered washing machine in an apartment house basement. A second patrolman, wounded at the time, received $100.

Viking Reports Many Revco Improvements

SAN FRANCISCO—The new Revco ice cream vendor has many new improvements which add up to increased play and less service costs, Viking Specialty, exclusive Northern California distributor, reports.

The new top lock makes servicing easier; the thermo overload switch eliminates jamming; while the National slug rejector can be taken out and replaced without removing nuts, screws or bolts. Instead of two-nickel play, the machine now handles dimes. Freeco, who operate about 35 Revco's, report that single coin insertion has increased their gross up to 40 per cent.

The display card, giving varieties and flavors, is easily replaced and the new design and color schemes have improved the machine's location appeal. (Exterior is now a turquoise blue).

Most remunerative locations for the Revco machine thus far have been theaters and industrial plants.

Excellent Operator Response To Popcorn Conversion Kit

LOS ANGELES — Enthusiastic operator reception of the new conversion kit, which converts the Kunkel *Model K* popcorn vendor to vend *Krispy Hot Peanuts*-in-the-shell, was indicated by Norsoamerica, national distributors of the Kunkel machine.

Norsoamerica announced that the revolutionary kit is now in full production.

Locations who have installed a Kunkel popcorn machine alongside a peanut machine report that peanut sales doubled those of popcorn, while at the same time the popcorn sales increased as much as 25 per cent.

New ¾" Star Ball Gum Makes Sensational Debut

OAKLAND—"Just what we needed!"

That's bulk vending operators' reaction to the new *Star* ¾-inch rainbow-colored ball gum, manufactured exclusively for the vending trade by U. S. Chewing Gum Mfg. Co.

"It's no wonder orders have been pouring in for our new ¾-inch *Rainbow Giants*," L. H. Strickler stated. "This new gum, which provides for a larger chew than any stick or ball gum on the market, is the answer to operators' profit problems. With this large size chew, machines are emptying faster and enabling operators to boost per-machine revenue."

The Strickler brothers, Leo and Roy, who were formerly with American Chicle Co. for 15 years and also 10 years in their own chewing gum business, manufacture both ¾ and ⅝-inch ball gum, in addition to *2-in-1* jawbreakers (bubble gum centers) in their modern Oakland plant.

Parent Appoints Weiner Bros. of Pittsburgh

OAKLAND—M. L. Parent, head of Parent Distributing Co., has announced the appointment of Weiner Bros., Pittsburgh, as exclusive distributor for the *Douglass Automatic Shoe Shiners* in the State of Pennsylvania. The brothers were so impressed with the machines that they drove out to the Coast to sign up their territory. Offices will soon be opened in Pittsburgh.

Parent also revealed that Kessler and Redd, distributors for the Washington, D. C. area, have incorporated, changed the name of their firm, and moved to new headquarters at 7425 Piney Branch Road, Washington, D. C. Firm name is now Metropolitan Distributors, Inc.

Heavy Activity at Vendors, Inc.

ST. LOUIS—Vendors, Inc. is now in full production of its *Model C Candyette* vendor which has many refinements and improvements over earlier models, the firm announced.

Vendors, Inc. is also starting production on the *MiLady Sanitary Napkin Vendor* and the *King Target* game, a new type ball gum vendor. The company is also readying plans for distribution of the *Mighty Midget* almond vendor; in addition, Vendors, Inc. is doing an excellent merchandising job on its *Selectabar* super-selective 150 bar machine.

Key distributors are now being established throughout the country. Indianapolis, St. Louis, Oklahoma City, Dallas, Des Moines, Seattle, San Francisco, Denver and Cleveland have been franchised to date, with negotiations now under way for several other cities.

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6 Colors of BUBBLE BASE WILL BLOW **14** Different Color Combinations

LARGER CENTERS • Less Coating • Better Flavor

Priced So the Operator Can Make a Good Profit 100 LBS. OR MORE **28c** LB. 100 to 105 Count Per Lb.

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130-135 COUNT TO THE LB. **27c LB.** IN 100 LB. LOTS

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Viking Specialty Co., 530 Golden Gate Ave., San Francisco, Calif.
Leon "Hi-Ho" Silver, 760 Hayes St., San Francisco, Calif.
L. A. Nut House, 722 Market Ct., Los Angeles, Calif.
M. Brodie Co., 1139 San Julian, Los Angeles, Calif.
Bert Farmer, 1435—23rd Ave. S., Seattle, Wash.
Bert Farmer, So. 159 Browne, Spokane, Wash.
Bert Farmer, 3153 S. E. Belmont St., Portland, Ore.
A & B Candy Co., 1537 N. E. Union Ave., Portland, Ore.
Local Vending Machine Co., 565 San Pablo Avenue, Albany, California
San Diego Nut Supply, 854 Union St., San Diego, Calif.
Abbey Mfg. Co., 1917 S. Bronson Ave., Los Angeles, Calif.
Acme Vending Machine Co., 1890 W. Washington Blvd., Los Angeles, Calif.

STAR Brand is manufactured by U. S. CHEWING GUM MFG. CO. Oakland, Calif. **L. H. Strickler**

MERCHANDISE

(Continued from Page 37)

or even greater than in former years. Consumption of such products as soft drinks, ice cream, fruit juices, etc., should be greater in volume this year than last, due to increases in population if for no other reason.

Crop reports up to the present are generally encouraging, but such reports will not really be definite until June. Big crops this year might help to offset the high price trends due to European aid and war plans.

A digest of various reports on merchandise items follows:

Apples—The most recent reports of the market centers simply describe trade as dull. Apple growers will certainly welcome any increased outlets that the vending trade can set up.

Almonds—Recent trends in the big market centers have shown a tightening in supply of almonds. The almond market started off in March with prices slightly lower, but tightening supplies is expected to change this.

Aspirin — Production reported to be holding about the same level, with market considered exceptionally steady. Ingredients supply about equal to demand and prices not showing the expected declines.

Candy Bars—Allocations still exist on some of the nationally advertised bars. A recent meeting of jobbers in Chicago suggested spotty distribution as a weak condition in the trade; jobbers in some areas reported more bars than market demand, while jobbers in an adjoining state reported lack of the same bar.

New bars are getting attention as the number increases. In this field are the new Chase Candy Co. bars and the new nickel carton by Ferrara. The increased advertising program of Schutter is also a high spot on the optimistic side of the present candy market.

A Chicago spokesman for the candy industry as a whole described the present condition as "slow." He also said there is a slack in the bar business, thought to be due to postwar decrease in the great number of bars that appeared during the war period. Easter trade revived sales on fancy packaged candies for the time being.

Some price reductions were reported recently on bars, but later developments may check this trend. Unless the long rumored drop in cocoa and chocolate prices finally comes true. Recent reports say the European aid program may exclude chocolate from the foodstuffs list, which would no doubt lead to lower prices as the world demand would thus be cut.

Requests for bids on chocolate and other types of candy, as already mentioned, is a new factor now getting much attention in the candy trade, and there is a lot of speculation as to just what will follow in the wake of present war and European aid plans. The outlook is that manufacture of bars and hard candies may be boosted considerably, and if present trends continue for long, civilian shortages and higher prices may develop.

Government reports show that January production of candy bars was 3 per cent below January 1947 in volume, but dollar value was 18 per cent higher. Poundage output started to gain some since, but the year started off with volume output lower than a year ago. Government also reports that cocoa bean imports for first two months of 1948 declined about 20 per cent, compared with the same period a year ago.

One big chocolate bar manufacturer reports output of bars equal to or greater than demand, while another says it cannot supply present high demand for its bars.

Candy and chocolate bar manufacturers, more than 40 of them, had displays at the tobacco trade convention in Chicago, April 12-15, showing competition still rising and giving an optimistic side to the candy bar picture.

Chewing Gum—The big manufacturers report demand and supply to be double the rate in 1940; also, they are maintaining production at a high level; demand shows fluctuations but output tends to remain steady; one big firm reported a slowing up in demand from the vending trade. Less popular brands are reported to be hard hit by competition. Bubble gum continues to be high in popularity and making good sales through vendors. National Assn. of Chewing Gum Manufacturers recently held annual meeting in New York. American Chicle, at its recent annual meeting, reported sales running about the same level as last year. The report mentioned "uncertain conditions" that may change the picture later in the year, said that cost of ingredients is still rising.

Cigars—Official reports show how 1948 is starting off; five-cent cigar output in February made a good increase over January output and also over Feb. 1947; output of ten-cent and higher priced cigars declined from January to February, and also below Feb. 1947. Cigar smokers paid a federal revenue of $48,354,000 in 1947, three times more than just before the war. Bayuk recently reported a much higher production goal for 1948, after setting a sales record last year. Cigar manufacturers persuaded truck carriers not to impose recent freight increases on cigars. Sales outlook for cigars and all tobacco products

came under review during the annual convention of National Assn. of Tobacco Distributors in Chicago, April 12-15.

Cigarettes—The recent annual meeting of Associated Tobacco Manufacturers, Inc., heard a tobacco expert say that manufacturers need to increase prices on cigarettes, partly because of high cost of tobacco stocks and also to recover for profitless years during the war. First public hint of the idea of a cigarette price increase appeared in *Printers' Ink* earlier in the year, and the hint was pointed out in a recent issue of AUTOMATIC VENDING. The idea may be gaining momentum. Cigarette manufacturers are said to have accrued debts during the war and some of them have during the last year obtained financial aid from insurance companies.

Biggest news in cigarette field in recent weeks related to Lucky Strikes, as top executives in the manufacturing firm resigned due to differences on policy. Volumes have been published in trade papers on the incident, giving the long history of advertising policy on Luckies. The meeting of stockholders of American Tobacco Co. in April was reportedly a stormy session and newspapers reported a "falling of sales of Lucky Strikes."

Manufacturers' reports of sales early in 1948 are now being made. Unit sales of Chesterfields are said to be gaining over the same period in 1947; Liggett & Myers also calls attention to the higher costs of tobacco and that the firm owes a lot of money to the banks. Old Gold unit sales increased during first three months over same period last year; promotion and advertising have been increased.

Maker of Camels reports unit sales for the first three months holding about the same level as for the average for the 12 months of last year; dollar sales, however, declined; costs during first quarter have been running above the same period in 1947. No further financing is contemplated until 1951; promotion and advertising will not be increased this year.

Unit and dollar sales of Luckies are reported considerably ahead for the first quarter, compared with last year, by officials of the firm; unit sales of Luckies gained 5 per cent in the first quarter, the firm reported. Some newspaper reports had said sales of Luckies are declining; earlier reports had pointed out that Camels were making big gains, probably at the expense of Luckies.

Government reports indicate trends for the early part of the year; cigarette output for January was 27,278,271,657 units, a decrease of 4.1 per cent as compared with January 1947. Output for February was 23,349,281,577 units, a decrease of more than 11 per cent as compared with Feb. 1947; cigarette production for the 8-month period ending Feb. 29 showed a gain of 2 per cent, compared with the same period one year earlier. Employment in tobacco factories declined slightly in January.

Government survey indicates nearly a billion cigarettes are smoked daily in the U. S.; consumers paid a total of $3,400,000,000 for all kinds of tobacco products in 1947; about 77 per cent of total tobacco crop is used in making cigarettes; data suggests people will cut their clothing expenses before cutting down on cigarettes; federal revenue on cigarettes in 1947 amounted to $1,145,268,000.

New Jersey recently passed a state tax of three cents per pack on cigarettes; retail outlets must pay a $5 annual license, and each cigarette vendor is counted as a retail outlet.

Cookies—Reports of major manufacturers on 1947 sales show records set and all of them expect increased output and sales in 1948; costs are still a major item in reports and the bakery strike against high prices on flour seems to be still in effect; butter and shortening are mentioned in all reports as a price problem. Expansion in building is still under way by the major firms.

Frozen Foods—The annual convention of the frozen food industry was held in Chicago, March 15-18; a great display of equipment for packaging and for retail sales was made; nearest approach to a coin-operated dispenser was the Frez-O-Mat, made in Chicago, in appearance somewhat like Automat restaurants, and the maker definitely plans a coin-operated model "when production costs can be lowered." Important advances are being made in preservation of food by freezing, in packaging, and also in distribution and basic selling. Progress is under way but vending by machine is not under way yet—unless ice cream is classed with frozen foods.

Ice Cream—Official report on ice cream was not available for March, the month when production and sales begin to climb for the summer period. January production was ahead of December, also above the 5-year average, but below Jan. 1947. February production gained 8 per cent over January, was 25 per cent above the 5-year average, but was 20 per cent below Feb. 1947. The ice cream trade is giving much attention to improved sanitation and to promoting greater use of the product.

Juices—Current reports in the Chicago market show a confused price picture; price declines are said to be the probable outlook; one report said orange juice canners are watching their sales skid. Official reports on warehouse stocks for Mar. 1 showed tomato juice stocks down 48 per cent, grapefruit juice stocks down, but orange juice stocks up 16 per cent.

Peanuts—The growers' side of the peanut crop will soon be presented in annual conventions of the National Peanut Council, St. Petersburg, Fla., May 9-11, and Southeastern Peanut Assn., Atlanta, May 31-June 2. The candy trade will be a close observer of these conventions.

Chicago peanut market has in recent weeks reported "demand slow, market dull." Arrivals have been chiefly from Alabama and Georgia. First crop reports from Spanish growing areas were unfavorable for planting.

Government reports on first two months of 1948 show more peanuts going into butter and fewer being crushed for oil; use of peanut butter in candy declined in January and climbed again in Feb.; use of edible nuts for salting declined in Feb. from the previous month, and also use of peanuts in candy declined in Feb.

For the six months of the peanut year, beginning last Sept., use of Spanish peanuts is off considerable as compared with previous year; total use of all peanuts has declined for the 6-month period; government purchase of peanuts boosted February shelling to highest volume on record for the month. New crop acreage in the Spanish areas will be lower than last year; total peanut acreage expected to be about 4 per cent below last year.

Pop Corn—This digest is prepared too early to get first reports on outlook for planting the new crop, except that Oklahoma growers made a favorable report. Prices continue high on corn but there are no reports of shortages. Processors are making contracts with growers at a much slower rate this year than last; practically all pop corn is grown on contract.

Soap—Prices were slipping recently, and big buyers were holding off for further declines; competition in the detergents field is still at white heat.

Soft Drinks—Annual reports of the major syrup manufacturers reveal some facts about soft drink sales. The big market season started in March and a Dr. Pepper official said sales of that drink in March usually run about 30 per cent below peak summer sales; Dr. Pepper sales started upward in December and leveled off in February, then up again in March; company plans to add 20 to 30 new bottlers this year; firm's report mentioned lack of vending machines as a great handicap in extending sales, and that a new vendor would soon be on the market for boosting Dr. Pepper.

Nehi report also mentioned vending machines as an important part of "the greatest advertising and merchandising program ever undertaken by the firm." Nehi reported sales of $7,600,000 in 1946 and also a gain in 1947; expansion plans include about 30 new bottlers this year.

Pepsi-Cola has given indications on what its big contest is doing: February sales topped any previous February on record; trend shows Pepsi bottlers are reducing prices so that retailers can sell at a nickel; annual report said 250 of Pepsi's 500 bottlers now sell at wholesale so retailer can sell for five cents.

General trade reports still predict the greatest competitive battle ever among the major brands during the current summer period; that many small firms will lose out; that competition will enforce the nickel price. Trade reports say soft drink sales dropped heavily during the last quarter of 1947.

If You're Operating

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Manufactured for either 5c or 25c operation . . . Adjustable for 7½, 15 or 30 minutes; one or two hours . . . Positive tripping action . . . Trouble-free throughout and easily serviced. *Write for Prices and Quantity Discount Offer*

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Come 'n get 'em!

4 great coin-catchers to boost your spring and summer profits

REVCO Ice Cream Venders..... Great summer money maker; get immediate delivery. Order Now. $360.00.

NORTHWESTERN Bulk Venders..... All models now available. Two popular, low-priced items are Model 39 @ $15.40 and Model 40 @ $11.85. Write us for quantity discounts on these sure fire profit makers.

DUX BRAND BULK Merchandise..... DUX Boston Ball Beans; Rainbow Beans; Candy mix—your choice 22c lb. in 50 lb. cases; 6 caddies to a case.

KICKER AND CATCHER..... Just arrived—this sensational new counter game—a terrific money maker; $37.50.

SPECIAL!..... Reconditioned —Northwestern Model 33 Venders, new machine guarantee, only $7.50.

IMMEDIATE DELIVERY FROM STOCK!

All prices F.O.B. San Francisco. Terms 1/3 down, balance C.O.D.

VIKING SPECIALTY CO., 530 Golden Gate Ave. San Francisco 2, Calif.

Around the 'Keys'

Boston

Atlas Distributors had a five-day showing of the Seeburg Industrial-Commercial music system at the Hotel Touraine from March 31 to April 4, and displayed also at the Electrical Show in Mechanics Building. Atlas is enjoying a very successful business on this new music.

The Trimount Coin Machine Co. reports good sales on moving picture machines.

Alvin W. Dawson, president of the American Locker Co., was on the West Coast for the month of April.

Ralph Lacky, manager of the Pioneer Music Co., left recently on a trip to Virginia, accompanied by his wife. He says the television and music box business is going over big in Massachusetts.

Associated Amusements, Inc., have removed from 846 Commonwealth Ave. to 204 Brighton Ave., where they occupy the entire building.

Harry Poole, a former salesman for Associated, has gone into business for himself at 810 Beacon St.

C. Frederic Wellington

'Frisco—Oakland

H. G. Walters, the Bay Area's popcorn king, is going into the beverage machine field in a big way; he now has 100 . . . William Smith, formerly with M. S. Wolf Distributing Co., Los Angeles, is now auditor for E. T. Mape Distributing Co. . . . The Keeney electric cigarette machine is on display at Advance Automatic Sales. . . . Viking has increased their supply of charms, adding many new lines of sales stimulators.

A former Standard Oil sales engineer, George Easter, of Berkeley, is applying high type business methods and is making a success in the candy vending field. He has been operating bars for two years. . . . That fast-moving Murdock man buzzed back to the home office after a three-week business flyer that took him to Portland, Seattle, Chicago and Los Angeles.

A couple of Mape maidens, Toni North and Henrietta Burlien, departed for Honolulu April 15 on the maiden voyage of the *SS Lurline* for a two month vacation. . . . Add vacationites: Mrs. M. A. Pollard, who sailed aboard the *Queen Mary* for England on the first leg of a four-month around-the-world trip. From England Mrs. Pollard will fly the continent.

Bill Schetter, head of Jack R. Moore Co., conferred with Walter Huber, San Francisco branch manager, in mid-April. . . . Samples of the 30-wire 5-10-25c counter boxes being distributed by Mape have been placed on test location.

Pittsburgh

The big coal strike closed steel mills and other plants, but miners and mill workers who mostly live in the suburbs, boosted patronage of coin machines in locations near home.

Cigarette operators report they are hard pressed because of the tax situation. Coca-Cola Bottling Co. of Pennsylvania is planning a big expansion program in this area, which will include soft drink vendors. D. L. Clark Co. recently held its annual celebration dinner at which 98 employees were guests, all having been with the firm 20 years or more. The firm has been making candy bars for 62 years.

Louis Hopkins, of Pittsburgh Coin Machine Exchange, says his prediction of an increase in pin ball plays has come true. He made a trip to Chicago recently "to keep up on the latest in vending machines."

Kennywood Park opens its summer season May 12; a good number of coin machines are found here . . . Arcade operators are reporting a pickup in attendance already . . . Jack Nellis continues to buy new machines for his two arcades and says that is the way to increase business.

Representatives of the big department stores were among the visitors at the showing of the new Seeburg *Select-O-Mat* here, by Atlas Music Co. Atlas men on hand were Lou Hoffman, Edward W. Shore, Fred J. Meier, Lou Green and Bosk Trbovich.

Music operators and record firms recently joined to contribute more than 3,000 phono records, all new, to veterans in five hospitals in this area. The contribution is considered one of the finest public relations activities in this section.

Penn Township has passed a $100 license fee on pin ball games.

Fifty soft drink vendors are now operating in the fire houses in Pittsburgh.

Joe Ferraro, manager of Tri-State Automatic Candy Corp., expects a good upturn in candy vending. His firm also operates candy counters in theaters in Ohio, West Virginia and western Pennsylvania.

Oscar Williams, Keystone Music Co., has 100 music machines of one make, and 150

THE ONLY MACHINES THAT ACTUALLY APPLY WAX AND COLOR TO THE ENTIRE SURFACE OF THE SHOES!

DON'T BUY ANY MACHINE
Until You've Seen the New Improved
Douglass
Automatic Shoe Shiners
Better All Ways
Ask the Man Who Operates Them

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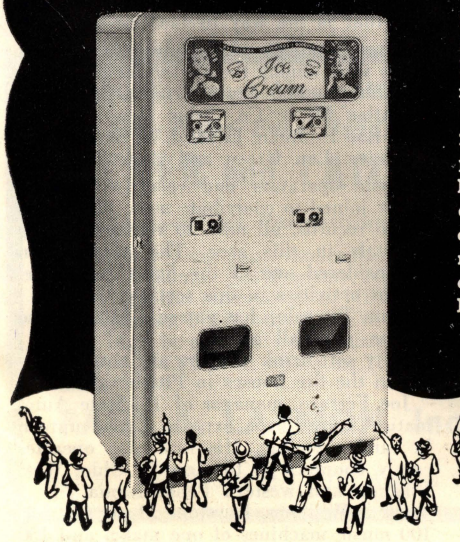
duo-mat ICE CREAM VENDER

Your regular route men can attend to the simple tasks of filling your Revco Ice Cream Venders and keeping them clean. No expert refrigeration man is required for maintenance. A sealed refrigeration unit keeps the ice cream at just the right temperature for eating. Revco will increase your profits at present locations; will open the door to new locations and more profits.

The Revco Duo-Mat holds up to 226 cups and spoons, and dispenses two flavors. The Revco Mono-Mat which holds up to 121 cups and spoons and dispenses one flavor is also available. Both models have coin changers for odd prices. Write today for the Revco Plan.



Revco INC.
DEERFIELD, MICHIGAN

of another make, on location in his territory; three trucks are used by his service organization.

Los Angeles

Leuenhagen's famous Record Bar is being swamped with orders for Ken Griffin's *You Can't Be True Dear.* "Operators all over the state have been clamoring for this disc but haven't been able to find a source of supply," the Record Bar's head man stated. "We offer immediate delivery of not only this record, but hit tunes of more than 65 leading independent labels, as well."

We knew it was only a matter of time, and the time is now set: May 14, when Dorothy Johnson, Sid Bloom's lush-lush secretary, takes the nuptial vows at Las Vegas. Lucky half of the announcement is Ray Diederich, buyer at North American Aviation. Dorothy will cast off the office garb to don the domestic variety.

Two new members have joined Western Vending Machine Operators fold: H. L. Myles and Leonard Mayo.

Donald C. Bevin is now operating five *Kwik-Kafe* coffee vendors, two of which are located side by side in Technicolor Studios in Hollywood. They're pouring 900 to 1000 cups daily.

John Conroe, sales manager of J. H. Keeney & Co., visited here for three days, during which time he met a host of local operators and took bows for the Keeney electric cigarette machine.

California coin circles were sorry to hear of the death of Art Daws, owner of Novelty Supply Co., San Diego, who passed away April 8 after a long illness. Daws had been operating for the past 25 years.

Stan Rousso, Stoner representative, has sold 26 *Univendors* to the Fox West Coast Agency in Northern California and another 24 to the Southern California branch. "These vendors are not going to replace candy counters; instead, they are being spotted in balconies and rest rooms to supplement counter sales," Rousso said.

The Keeney electric cigarette machine is receiving fine reception at Badger showrooms. Orders have flocked in from all points of Southern California and Arizona.

W. E. Simmons, Packard western sales manager, is back from a trip through Nevada and reports sales in that area exceptionally good. C. D. Kemp, Packard northwest regional manager, ended April with the greatest sales volume in the west. C. D. made his 80 phono quota and won a trip to Washington, D. C. as guest of Senator Capehart. Charles Kelly in the southern California territory took first place in sales in April and DeLoss Osborn hit an all time high on sales in the bay area for Packard.

Regardless of conditions there's always a crowd of operators in Paul A. Laymons. Spotted this month were Floyd Anthony, Santa Maria; William Shorey, Carl Collard and A. E. Freeman, San Bernardino; Ivan Wilcox, Visalia; Perry Irwin, Ventura; J. W. Olson, San Pedro; Paul Sullivan, Phoenix; Bob Chacon, Laguna Beach; Waldon Muller, San Francisco; Charles Koski, Long Beach; Clifford Smith, Lancaster; Walter Tanner and Carl Fisher, Inglewood; Lou Hoskins, Hawthorne; Kenneth Wolf, Orlee Leeman and George Wheelock, San Diego; Fred Allen, El Monte; W. O. Adkins, Oceanside; and John Dyke, Alhambra.

Bob Portale made the rounds of local coindom on April 6th before returning to Portland to open Maport Distributing Co., Filben northwest outlet.

Walter Leonard, partner in the M & L Amusement, Bellflower, died as the result of a heart attack in mid-April.

Minthorne Music has leased the former Nels Nelson quarters on Coin Row and will use the spot for storage space.

William Garner has closed his local electronics shop and gone east to take a position.

Ed Wisler, formerly with Wurlitzer and more recently district manager for Aireon, has joined the Packard sales force here. Allan Brown, Jack Eyman and Herman King, Packard service managers, have really done a job in following up the tremendous sale of Manhattans.

Slugs have hit San Diego with a vengeance. Ray Mengar, vending operator, reported 200 copper slugs picked up in cigarette machines alone.

Denver

The Denver branch of the Jones Distributing Co. is a busy place these days. In addition to expansion, changes in location and personnel, it is conducting an extensive campaign on the new Seeburg phonograph. This revolutionary instrument, called the *Select-O-Matic*, is designated SICM (Seeburg Industrial-Commercial music) for use in factories, clubs, department stores and game rooms and the Denver store is most enthusiastic about its possibilities. A showing of the new SICM was held at the Cosmopolitan hotel on April 3-4-5, with a large crowd in attendance. The local firm has a program over KMYR three days a week as well as in the local newspapers, and expects to begin contacting prospects from now on, promoting home and industrial units of the machine.

John J. Bonn, of the Ace-Hi Vending Machines Agency, reports that he is installing a number of amusement machines in taverns, mainly in suburban locations; that at present he has all his machines out on locations and is ordering more. The Bally machines are going fine, he says. Since moving to his new location on Morrison Road, Bonn says he has built a new home and shop and his business has increased. Things are picking up, collections good since middle of February, and he expects a good year.

A. C. Roberts, of the Wolf Sales Co., was married April 4 to Toba Wodlinger of Los Angeles. The ceremony was performed at the B.M.H. Synagogue in Denver. Present were the bride's parents, Mr. and Mrs. Maurice E. Wodlinger, Mr. and Mrs. Wolf R. Roberts, parents of the groom, Mrs. Al A. Rosenthal and two children, sister of the groom, Governor and Mrs. Lee Knous, General and Mrs. Burwell, and several executives of the Wurlitzer company.

W. H. Graham, of the phonograph sales division of the Rock-Ola company, is in Denver on business. . . . Arthur Weinand, also of the Rock-Ola company, is the proud papa of a new baby boy, born April 7. Modern Distributing company reports that it is still making deliveries of Gottlieb's *Cinderella* machines, but unable to get the machines fast enough to meet the demand.

Charles Kaplan, of the P & M Vending Co., says that business has picked up in the last two or three weeks. He has put on another driver for handling his cigarette machines. He has also added the Vendall candy machine and is selling a number of them since the weather has improved. His salesmen cover territory in Colorado, New Mexico and Wyoming.

Gibson Bradshaw, of the Denver Amusement Co., is confined to his home on doctor's orders, but says he expects to be able to return to his office in the near future. Telephones from the office inform him that business is very good, he says, and they have been selling a lot of new phonographs.

Frances Courey

Seattle

Ralph Alger, of Hi-Tone Music Co., has expanded his operations by going into partnership with Henry A. Christensen in a new firm, Hi-Tone Amusement Co. The partners have placed amusement machines in a number of locations and find Bally's *Hy-Roll* a popular game. Hi-Tone Music will continue its phonograph routes.

Johnny Michael's Seattle Amusement Co., local distributor for Packard's *Manhattan*, finds out-of-town operators are among his best customers for the new models. Johnny also operates pin ball games, and right now is putting a few penny scales out on location. Jerry Steffan, shop manager, is proud of the fluorescent lighting recently installed at Seattle Amusement.

F. E. Erickson, Watling Mfg. Co. representative, made several calls along Coin Machine Row when he visited Seattle in April. Erickson reports that scale business is good all over the country.

Dale Grimes, of the Jack R. Moore Co., has been transferred from the firm's Portland office to the Seattle branch as outside salesman. . . . The local office is looking for delivery of wall-boxes from AMI to fill a large list of orders. . . . Bally's *Gold Cup* is selling well, Tom Dal of the Moore company reports.

A State Senate committee investigating private liquor and bell machine clubs, after holding hearings in Spokane early in

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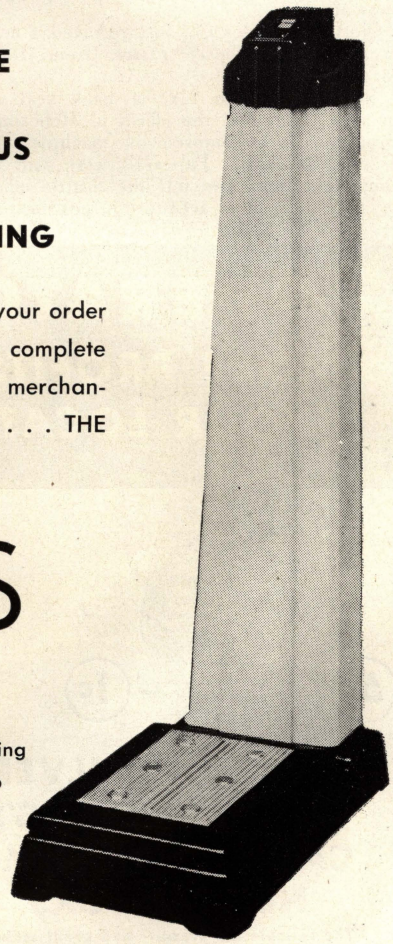


We can supply unlimited quantities. Place your order now for prompt delivery . . . We handle a complete line of vending machines, accessories, bulk merchandise and parts . . . Excellent repair service . . . THE SUPPLY HOUSE COMPLETE.

SCALES

HAMILTON

The Lowest Cost, High Income Penny Weighing Scale. Requires no service whatsoever. So durable each scale is backed with a lifetime guarantee against mechanical failure. Investigate and invest today.

WRITE FOR FREE PRICE LISTS AND SAMPLES OF OUR BULK VENDING MERCHANDISE. MANUFACTURED HERE . . .

Colorbub-Ball Gum — 27c Delivered

OPERATORS VENDING MACHINE SUPPLY CO.

1023 South Grand Avenue **Los Angeles, Calif.**

April, scheduled another meeting for Seattle. At its Seattle meeting, the committee was to determine whether other investigations would be conducted. The Spokane hearings involved the Ace of Clubs, Spokane spot, and were concerned with the salary and bonuses paid the club's former manager.

C. Allen Smith, of Puget Sound Novelty Co., reports great activity on their *Three-a-Line* game, converted from *Victory Derby* and *Victory Special* . . . Puget Sound Novelty recently purchased a 3½ ton panel truck which they find profitable in shuttling games to Oregon and Washington operators.

Operators making calls along the Row in April included Mike Pearson of Portland, J. C. Bailey of Pasco, Wash. and Lonnie Logsdon of Oregon City, Ore.

George Trambitas, of Western Distributors, reports good business on flipper button games . . . Budge Wright of Western's Portland office finds that Portland has more operators with small routes than Seattle, where there are fewer operators and bigger routes.

Aireon Manufacturing Corp. held a showing of its new *Coronet* phonograph at the Olympic hotel here in April, attended by operators from all over the state. Clayton Ballard, factory regional representative and his assistants, Jack Turner and Cliff Goodspeed, came up from Portland for the showing.

Northwest Sales Co. just received a new arcade item, *Mauser Pistol*, from Dale Mfg. Co.

Business had to take a back seat to personal affairs at the offices of Heberling Brothers, local amusement machine operators, in April. Farewells were said to Don Heberling, who left the Seattle office to take over the accounting position at Smith Automatic Phono Co., Chehalis branch of Heberling Bros. Jess Bickford, in the shop, was married April 2nd to Josephine Angelo, and was busy buying furniture. Earl Parsley, office manager, bought a house in Renton.

It was a double celebration for Ralph Alger of Hi-Tone Music Co. Ralph, Jr. was five and Nancy was one year old on the same day, April 9th.

Copies of *Life*, opened to the picture story on the *Select-O-Matic*, were conspicuous at the local Seeburg showing at New Washington hotel . . . Seattle Coin Machine Co. sold out its first shipment of Douglass *Automatic Shoe Shiners*.

Phil Humphrey

Houston

Houston branch of S. H. Lynch & Co. officiated at the very successful public showing of Seeburg's *Select-O-Matic* machine at a prominent downtown hotel recently.

A. A. Sage, local Lynch branch manager (a professional entertainer in his own right), held forth at the loud speaker. H. A. Franz and J. R. Johnson, both also of the local branch, were in charge of guest reception and the demonstration respectively.

The Weaver and Williams Co., a newly organized distributing firm, was recently appointed distributor for the complete Jennings line in the States of Texas and Oklahoma. Bill Williams, of Houston, and C. W. (Harry) Weaver, of Dallas, are owners of the concern. Both have been active in the coin machine trade for years and are well-known over Texas and the Southwest. Main sales offices are located on McKinney avenue, Houston.

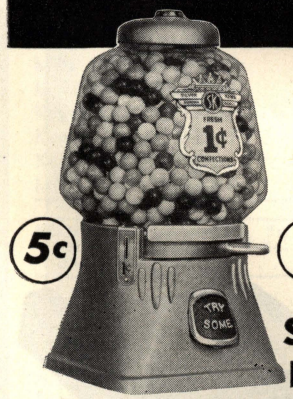
Lillian Cowart, secretary at Standard Music Distributors for the past several years, and Hollis T. O'Quinn were married March 21. A local church was the scene of the ceremony. The couple live in Houston and Lillian resumed her secretarial duties after the wedding trip.

Dorothy Little, secretary for S. H. Lynch & Co. for the past three years, was married April 3rd. James Maines was the lucky man. The wedding ceremony was performed in Dorothy's church at her home town, Columbus, Texas. After a wedding trip, the couple moved into their home in Houston and Mrs. Maines continued in her secretarial position.

Jaques Hockman, southern sales manager for Musicraft Records, visited three days at Macy record store. Hochman reported excellent business for most of the Musicraft dealers in the South and Southwest.

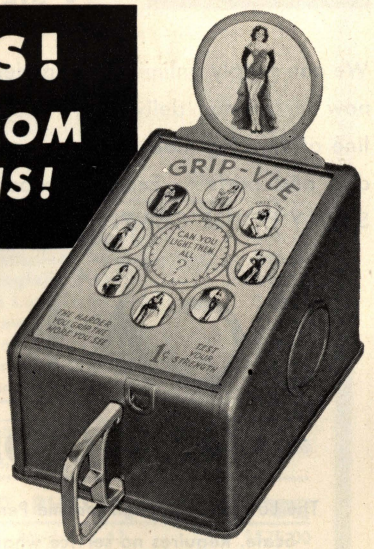
Taylor & Steele, a major music operat-

OPERATORS!
MORE PROFITS FROM YOUR LOCATIONS!



SILVER KING'S
CANDY-BALL GUM-NUT VENDORS

The reliable old standby and profit maker for every vending purpose. Attractive, durable, foolproof operation. Thousands in use. U. S. & foreign coins.



GRIP-VUE

Fascinating counter size grip game with light-up girl models. Large selection of interchangeable pictures, free come-on picture. Mirror top, 1c or 5c play, attractive metal cabinet, battery or transformer operated. Gets the players and holds their interest! Only $49.95 complete.

See Your Dealer

SILVER-KING CORP.
622 Diversey Parkway, Chicago 14, Ill.

Back of Every
KUNKEL
(Automatic—Electrically Operated)
HOT POPCORN VENDOR
(Machine Listed Underwriters' Lab.)
30 Years Experience
IN COIN-OPERATED MACHINES
Compare These Features:

- Beautiful Baked Enamel Finish
- Sturdy Steel Cabinet
- 99½% Slug-proof
- Low Electric Consumption
- Can Be Filled Without Operator Calling
- Easy to Service and Clean
- 16"x16" Wide, 62" High
- 67 Lbs. Approx. Net Weight

PRACTICAL
DEPENDABLE

Price
$189.50
F.O.B.
Los Angeles
(5c or 10c Machine same price)

Operators!
VEND PEANUTS IN THE SHELL
You can easily and quickly adapt your Kunkel *Model K* Popcorn Vendor for vending Hot Peanuts in the Shell with Kunkel Conversion Parts Kit. Machine easily converted back to vend popcorn.
Kit price: $9.95 f.o.b. Los Angeles

Write for Name of Your Nearest Distributor
Norsoamerica, Dept. X
356 South Broadway Los Angeles, Calif.
MAdison 6-3746 Cable Add. NOSOAM
Distributor for New York and New England States:
RONI SALES COMPANY
(Max Weiss & Isadore Bordansky)
4315 Church Ave., Brooklyn 3, N.Y.

..ig firm, have leased the building on La-Branch that formerly was occupied by Crowe-Martin Distributing Co.

Ernest Gates, owner of Gulf States Amusement Co., Inc., added to his business real estate holdings when he purchased a two-story stucco business building on Harrisburg Blvd. Gates is also owner of the two-story corner brick building his firm occupies.

Gladys Kahal is now head of the office of Suniland Supply Co., Houston, Texas distributor for Mercury records.

John G. Wright

Salt Lake City

Seeburg's demonstration of the big commercial music machine, and an entertainment presented by Capitol Records people highlighted the scene in Utah's coin machine industry during the past month.

Several hundred persons called at the exhibit arranged by R. F. Jones Distributing Co., at the Hotel Utah, to see the big machine in actual operation as it was put through its paces to play both sides of a 100-record library.

Jerry Colona was master of ceremonies for the Capitol Record show staged early in April at the Newhouse Hotel. He was ably assisted by a group of recording artists, including Gordon McCrea, Earl Travis and Benny Goodman and his trio. The 400 assembled were disappointed to some extent by the fact that Martha Tilton, who was expected up to the last minute, had failed to make her plane connections.

Dealers and the coin machine trade were invited to the entertainment and after the show, Jerry Colona went to the Fort Douglas Country Club as guest of C. L. (Bob) Bever, secretary-manager of the Utah Music Operators Assn. where he entertained the guests with a special program.

Bever reports some progress has been made in the organization of the game men in Utah along the lines of the music operators unit, but as yet no formal group has been formed and no officers chosen.

"We are watching the situation and not doing much of anything right now," Bever explained.

Ken Dart, manager of the Salt Lake office of Wolf Sales, Wurlitzer distributors, has been spending much of his time in Idaho lining up some new routes. W. L. Jennings, also of the Wolf Sales organization in Salt Lake, flew to Denver for the wedding April 4, of A. C. (Chick) Roberts, one of the owners of Wolf Sales.

Dart and Jennings report they are still continuing with the point-of-purchase advertising program of Wurlitzer and although the exact results are hard to ascertain, they are supplying menus, beer coasters, flasher signs and mixer sticks to a good section of the field.

Also, Jennings is toying with the idea of attracting attention to Wurlitzer spots with a campaign of newspaper advertising on a small basis.

Dick Mathews, manager of the Consolidated Phonographs, biggest single operating company in the Salt Lake area, reports business has been off, but that a swing in the opposite direction can be expected with the arrival of warmer weather.

H. E. Burchett, partner in the Rocky Mountain Distributors Inc., reports his company is still going strong for merchandise boards and that it has hit a good field with the fishing tackle boards. "Things are just beginning to go in this field," he said and added that he expected them to get better as the fishing season reached a peak. Also, Rocky Mountain is doing a good business with jewelry and ring boards.

Among the visitors to J. Heber Rutter's Salt Lake offices, where he distributed the Rock-Ola, was H. W. Graham, field man for the factory in Chicago.

Laddie Gale, former all-American bas-

(See SALT LAKE CITY, Page 58)

"Select-A-Bar" Orders Pour Into Standard Specialty Co.

OAKLAND—"It's the candy bar vendor operators have wanted for months — the kind of vendor they need to increase location grosses—and now that it's here, they're losing no time ordering."

That's the comment of Bert Fraga, president of Standard Specialty Co., who handles the Shipman *Select-A-Bar* in Northern California.

With the back-order log on the rise, Fraga pointed out that a year spent testing and developing the machine by Shipman Mfg. Co. is now paying dividends because operators are now assured of a machine which is mechanically proficient and is built to garner high revenue for years to come.

Abbey Buys Out A-F Vending Machine Division

LOS ANGELES — Bernie and Monroe Shapiro, owners of Adams-Fairfax Corp., have retired from the vending business, selling the entire assets of the firm's vending division to Abbey Mfg. Co.

Abbey, owned by two former A-F employees, Morris Meyers and Fred W. Holm, is housed in a modern new building and will manufacture *Cash-Tray* and *Cash-Trio* in addition to supplying the trade with a complete line of bulk merchandise.

Al Silberman, general sales manager of Adams-Fairfax, retains the same title with Abbey.

N. Y. Tries Dime on Coffee Vendors

NEW YORK—Upping of coffee vendors to 10-cents on several locations here has highlighted rising operational costs in the food products field. Milk and ice cream machines are geared to dime patronage, as is popcorn. Soft drink and candy vendors remain as the major nickel vendors.

Price rise in coffee vending has been brought about by ingredient costs, and most restaurants in the city now get 10 cents a cup. Horn & Hardart *Automats*, which charge a dime for milk, have held on to nickel java as a customer attraction.

STOLEN

IN CENTRAL CALIFORNIA AREA

SUBSTANTIAL REWARD OFFERED FOR RETURN OF THE FOLLOWING MACHINES:

3 Bally Triple Bells
1 Keeney 2-way Bonus Bell
1 Bally DeLuxe Drawbell

All these machines can be identified by serial numbers.

All information furnished us regarding these stolen machines will be treated confidentially.

BOX 920
COIN MACHINE REVIEW
1115 Venice Blvd.
Los Angeles 15, Calif.

The ONLY Small Scale
WITH JUMP-PROOF MECHANISM
A Patented Device Preventing Free Weights

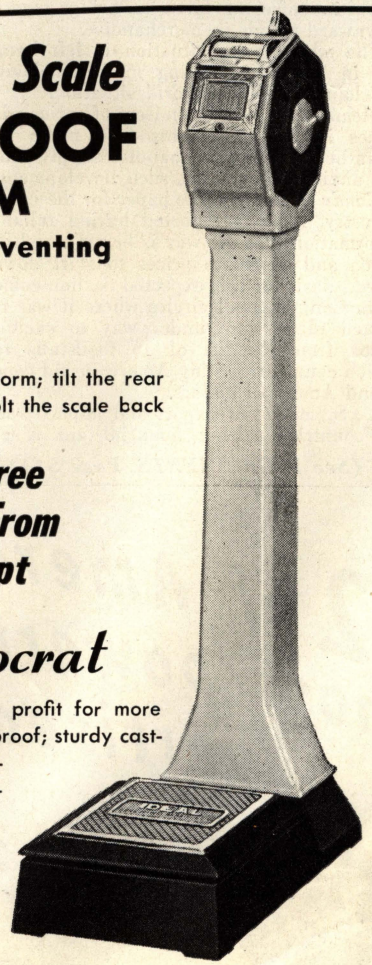
MAKE THIS TEST:

Take hold of the scale; stand on the platform; tilt the rear end several inches off the ground; then jolt the scale back to its correct position.

You Will Get a Free Accurate Weight From Every Scale Except

Ideal Aristocrat

Scale operators who want to make more profit for more years insist on Ideal—weatherproof, cheat-proof; sturdy cast-iron construction, acid-proof porcelain finish, trouble-free coin chute. Unconditionally guaranteed for five years.



IDEAL WEIGHING MACHINE CO.
1004 West 43rd St.
Los Angeles 37, Calif.

INGREDIENTS . . .

The big question in merchandise supply circles concerns actual price trends since the commodity price declines in February. For purposes of the record, the February decline was the biggest for any comparable period since shortly after World War I.

But March brought a reversal of downward trends, although at the end of the month commodity levels were still about 8 per cent below the price level in January. War agitation at the current time is regarded as inflationary and hence the general price trend is again upward, or else holding at high levels.

Spotty breaks in price of some ingredients are occurring at the present time but price trends are not yet definite enough to say that costs of ingredients are on the way down in sufficient force to bring general downward trends in merchandise.

The whole price situation is left hanging in the air, awaiting more conclusive developments in the world situation.

Meanwhile, any promises of price declines in the ingredients field make big news because the merchandise supply firms are anxiously watching such developments.

Candy Industry, trade paper for the candy industry, recently reported having reliable information that the way is being paved for cocoa and chocolate prices to start downward. Basis for this expected decline comes from Congressional circles where it was reported plans were under way to exclude cocoa from the list of 16 foodstuffs for which countries getting American aid could spend American dollars.

U. S. control of export and import trade of countries getting financial aid is ex-

(See INGREDIENTS, Page 54)

1947 Candy Production Tops $930,000,000; 53% Bars

CHICAGO—In its report on the candy manufacturing industry for 1947, the National Confectioners Assn. undertakes to tabulate data so that comparisons can be made between sales and per capita consumption of candy and also the total retail sales and per capita income of the various states.

The actual size of the candy manufacturing industry is left for the data to be shown by the census of manufacturers now being taken by the U. S. Census Bureau. The 1939 census established the total number of candy manufacturers at 1,252, but during the days of OPA the number of firms requesting sugar to make candy stood at the high figure of 7,500.

In its extensive report on 1946 candy sales by the Department of Commerce, more than 400 producers of candy contributed data. The NCA cooperates each year in helping to make this survey among its manufacturer members. The month-to-month reports on candy sales issued by the government are usually based on reports from around 280 producers.

The official 1946 report gave 101 firms as making chocolate coated bars and 102 firms making chocolate bars, and on a poundage basis bars constituted 53 per cent of total candy made. These figures will give operators an idea of how big a part the candy bar business forms when total industry figures are given at any time.

In its monthly reports, the government has information from upwards of 30 candy bar manufacturing firms, including many of the largest, of course.

The current NCA report quotes Dept. of Labor statistics on number of workers in candy plants for 1947, putting the figure at 79,500. This was heralded by the industry as an all-time high and at the same time there was a shortage of workers in many plants, particularly skilled workers.

The valuation of the total candy output for 1947 is put at $930,000,000, apparently at the wholesale level, and total poundage reached the high figure of 2,584,000,000 lbs. Per capita consumption of all candies in the U. S. for 1947 is 18 lbs.

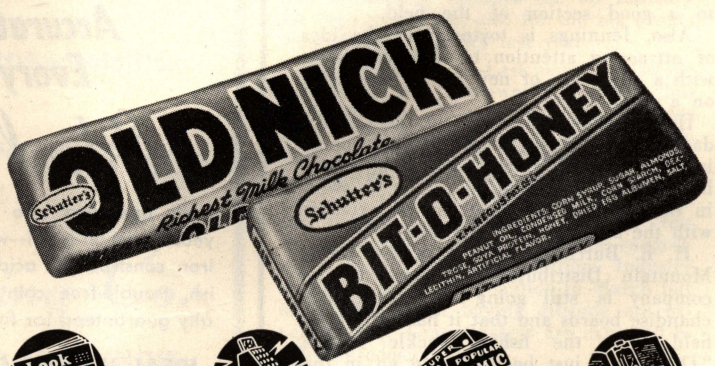
By comparison with other food manufacturing industries, in 1947 the candy manufacturers stood fourth largest in number of people employed and eighth largest in terms of dollar sales.

Other data in the NCA report is based on candy sales in 1946. Last year was more than half gone when the final report on candy sales for 1946 was issued by the government, in cooperation with NCA, and it is assumed that the complete report on 1947 sales will come about mid-1948.

NCA has emphasized ingredients used in candy, in its vast educational program, and the current report contains some data on use and percentage cost of the most important ingredients in candy. NCA has used the ingredients picture for a double purpose, to prove the value of candy as a food and also to show reasons why costs of production have advanced so much. NCA has taken an active part in trying to get a reduction in price of edible peanuts used in making candy.

In 1944 sugar constituted 34.4 per cent

2 of America's most powerfully advertised bars



RADIO—
David Harding
"COUNTERSPY"
ABC NETWORK
Every Sunday
5:30 P.M. EST.

Billions of
BOOK MATCHES
Distributed Nationally

Smashing
4-Color Ads in
LOOK Magazine

RADIO SPOT
ANNOUNCEMENTS
in Principal Markets

Full-color ads
in popular
COMIC BOOKS

Millions of
BOOK MARKS
Distributed to
School Children

by weight and 22 per cent of cost of candy made. Corn products made up 24.6 per cent by weight and 10 per cent in cost; cocoa products made up 15 per cent by weight and 26 per cent in cost; milk and dairy products made up 14 per cent in weight and 11 per cent in cost; peanuts and other nuts made up 8.5 per cent in weight and 24 per cent in cost; fats, oils and other minor ingredients made up about 4 per cent in weight and about 7 per cent in cost. Fractional points in the tabulation have been converted to whole numbers in this report.

High cost of chocolate and of peanuts shows up in the tabulation of ingredients by rank. Use of corn products was increasing at the time, as a substitute for sugar, and soybean products are also being substituted for corn.

To show use of farm products by the candy industry, the NCA report says beet sugar used had a value of $16,470,000, requiring the production of over 95,000 acres of farmland. Corn products used had a value of $27,200,000, requiring the production from about 950,000 acres. Peanuts used in candy had a value of $68,682,000, requiring the yearly production of about 525,000 acres of southern farmland.

The state-by-state breakdown in the NCA report undertakes to throw more light on the puzzling question of why candy sales and consumption per capita vary so much in different sections. The data will not solve the question of wide variations that show up in vending machine locations, but operators will find interesting facts in the national picture.

Utah surprised the candy industry by coming up with the highest per capita consumption in the 1946 survey. The NCA report compares this high candy consumption rate with the per capita income and the total retail sales and per capita spending in the state. This same plan is followed in the report for all the 48 states.

Taking Utah with the highest per capita candy consumption (34.2 lbs. per person), the state ranks 30th in per capita income, 39th in total retail trade, and 29th in per capita retail trade. So, it would not be its rank for retail trade nor the earning power of its citizens that give it first place in per capita candy consumption.

Climate has a lot to do with candy eating and also the section, but Arizona ranks 41st in per capita consumption and New Mexico in 15th place. Nevada, however, takes 3rd place in per capita use of candy. These are all states with relatively small population, and age or working habits may hold the secret. They are not industrial areas, where it might be supposed that per capita use of candy would be highest.

The above figures apply to all kinds of candy. In the candy bar field the picture changes considerably. Packaged and other kinds of candy sell better in Utah than candy bars on basis of total sales for the state. While in industrial states like New York and Pennsylvania bar goods sales rank high above any other type of candy.

Previous reports have shown that concentrated candy sales also coincide with the candy manufacturing states.

In New York, bar goods in 1946 marked up total sales of $32,123,000, while the state total for all kinds of candy, including bars, was $78,974,000. New York ranks 12th on a per capita basis for eating candy, holds first place for total retail sales and second place for per capita income.

In territories like New York State the question will naturally be raised as to what part other products play in cutting the per capita use of candy. In states like New York the competition of soft drinks, ice cream and many other items with candy is quite evident. Such competition is not assumed to be so keen in Utah, because the big national concerns do not push so much for business in Utah.

The present NCA report does not take into account the bearing of population, age, employment and other conditions on candy consumption, a field that government agencies are now exploring. In the NCA report there does seem to be some relation between per capita spending for goods in general and per capita spending for candy.

In Ohio, for example, the rank is 24th on per capita retail sales and 26th on per capita candy consumption. Ohio ranks 13th on per capita income and fifth on total store sales.

The southern states naturally show up

Close-Out Sale

BRAND NEW 1947 MODEL

5c VENDIT

CANDY BAR VENDORS

WITH BASE

150-bar capacity . . . Super-selective . . . In original crates.

REGULAR PRICE $169.50

NOW $89.50

F.O.B. Los Angeles

C. A. ROBINSON & CO.

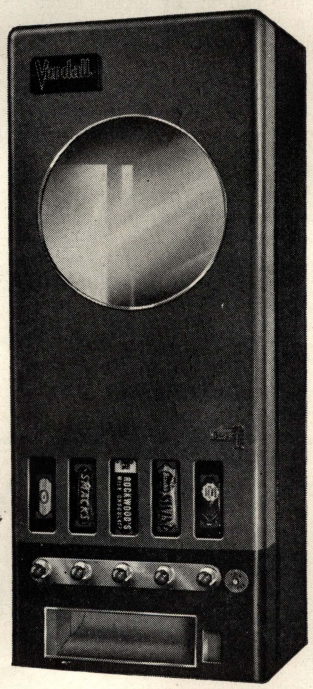
2303 West Pico Blvd.

LOS ANGELES 6, CALIF.

Phones: FEderal 1810 — FAirfax 5951

VENDALL

CANDY MERCHANDISERS



Featuring

31 SHELF CAPACITY COLUMNS

For Fastest Selling Candy

AUTOMATIC ROTATION OF MERCHANDISE

No Bar Shifting

ALSO

Prompt Delivery on the 8 Column 168 Shelf Capacity VENDALL

Model D-5

$115 F.O.B. Chicago Base Extra

Shelf Capacity 107
Only 17" Wide
Weighs 85 Pounds

PROVEN MECHANICAL PERFORMANCE

Write

VENDALL COMPANY

2323 Wolfram — Chicago 18, Ill.

Phone Humboldt 6600

low on per capita consumption of candy, Kentucky having the lowest per capita rate of all; Alabama comes next to Kentucky. Per capita income is low in these states also, as well as per capita retail sales. But climate is regarded as the real reason for low per capita eating of candy. They use more soft drinks and ice cream and the competition may reduce per capita candy sales.

In the report, each state has interesting data that lead to many comparisons and questions on reasons why for candy sales. Candy machine operators raise these questions and many more to account for the variations in candy sales in locations.

NCA collects and tabulates its data in order to aid manufacturers in planning their sales programs for the different territories, if definite clues to all the markets can be found.

A Summer Suggestion

By GEORGE F. EBY
Ferrara Candy Co.

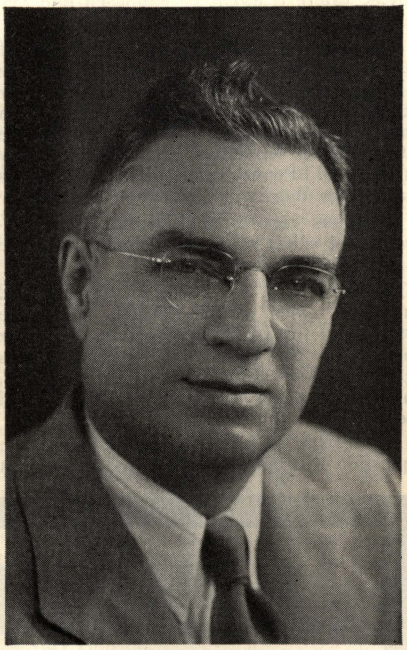
Too often the cheaper items prove to be very expensive to use in the bulk vending machine.

There are too many operators who are price minded when they buy instead of looking for quality items that will sell fast in their machines.

As an example the difference in profit will line up something like this. The "A-L" item costs 25 cents per pound and there are about 1000 pieces to the pound. By giving about 10 pieces for a penny the return will be about $1.00 per pound. By using this high quality candy the sales run about $4.00 per week and the operator has well-satisfied customers.

Now let us see what happens when a cheap item is used in these same machines.

This, item "B," costs about 22 cents per pound and is much inferior in taste and is irregular in size, so that, when the machine is set for the proper portion, the customer will sometimes get four pieces for a penny and sometimes he will get seven pieces. While the weight of the four pieces may be the same as the seven, it makes the customer wonder. The more they think of it the less they will buy and, instead of your machines doing $4.00 per week, they drop to only $2.00 or $2.50 per week.



George F. Eby

The operator who is losing sales in that way had better make a change to a better grade of candy or nuts because nine chances out of ten the reason is that his customers do not like the kind of candy they are getting.

No manufacturer of candy can operate at a loss and stay in business. Everyone must make a profit, and the fact that he undersells the market by five cents per pound should be a warning that caution should be the watchword and a very careful examination of the item should be made before purchase. It is apparent that inferior ingredients are being used in order to undersell the market.

The manufacturer of a hard-coated piece of candy for the vending machine trade has almost a fixed cost. When this item is offered too far below the market, you should know that it either has a soft coating and will not stand up under varying weather conditions, or it has such a thick coating of sugar that it makes a very undesirable tasting candy and you are buying nine-cent sugar at 20 cents per pound.

When the operator has his machines filled with a soft-coated candy and the weather suddenly turns warm and moist, he is really in trouble and this one loss may wipe out all he has gained by buying the cheaper candy. This happens every year and still operators do not seem to learn.

The facts are that if this weather change should come just after filling the machines, it might cause a loss that the operator would be many months in overcoming.

At this time of year, the operator cannot be too careful in his choice of quality candy. He must be sure the coating is hard enough to withstand weather changes and still have the proper eating quality. He must also be watchful of the count per pound so that he is sure he is not paying 20 cents per pound for a lot of sugar that is selling for nine cents or less per pound on the market.

The operator who buys the best quality candy saves in service calls and enjoys much bigger sales and profit.

Novel Birth Announcement

CHICAGO—Mack Postel, veteran cigarette and candy machine distributor, has a daughter who is now machine conscious for when she and her husband announced the birth of a daughter it read as follows: Announcing the release of the 1948 model baby—Cathy Fryer—released March 23rd; weight, 9 lbs.; designer and chief engineer, Martin Fryer; production manager, Shirley Postel Fryer. SPECIFICATIONS: Two-lung power, free squealing, water cooled, latest bawl bearings, economical feed, changeable seat covers, perfect knee action, natural airflow. The management assures the public there will be no new models the coming year.

QUALITY
SWEET SHELL
CANDIES
FOR BULK VENDORS

	approximate count to pound Regular Size	Pee Wee Size
Vendors Baked Beans	600	1000
Rainbow Peanuts	600	1000
Cinnamon Peanuts	600	1000
Excel Mix	600	1000
Licorice Lozenges	550	.....

For 5c Bar Vendors
5c Boston Baked Beans
In Cartons with Cellophane Window

For samples and prices write to

GEORGE F. EBY
FERRARA CANDY CO., Inc.
2200-10 WEST TAYLOR STREET **CHICAGO 12, ILLINOIS**
40 Years of Fine Quality Confections

For The New
STONER
UNIVENDOR
CANDY and ASSORTED MERCHANDISE VENDOR

In The Territory of
OREGON, WASHINGTON
IDAHO, MONTANA,
BRITISH COLUMBIA and
ALBERTA, CANADA

CONTACT
DISTRICT REPRESENTATIVE
DON H. BURCHAM Co.
917 S.W. Oak Street
Portland 5, Oregon

ASSOCIATES:
W. E. Earl, 917 S.W. Oak St., Portland 5, Oregon
R. M. Loughrey, 2530 Warren Avenue, Seattle 9, Washington

Round the Clock Performance Year after Year . . .

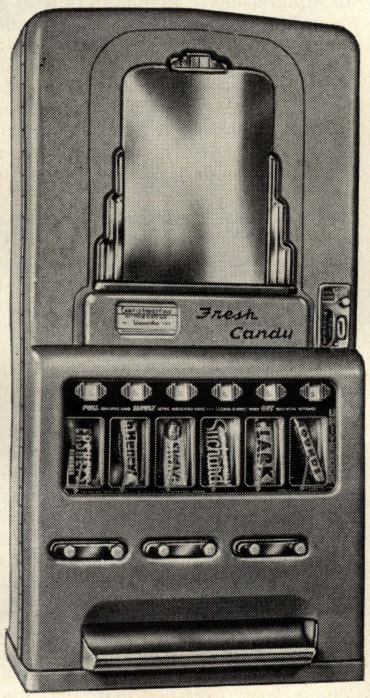
UNIVENDOR

Vends Candy and Assorted Merchandise from 5¢ to 20¢

Ask the man who operates UNIVENDOR—he'll tell you there's not another machine like it for smooth, dependable operation . . . year after year.

And UNIVENDOR offers merchandise selectivity—the vending of items in any three price combinations of 5¢, 10¢, 15¢, 20¢.

SENIOR UNIVENDOR
8 column, 160 shelf capacity
Smartly designed . . . trimmed in sparkling chrome. UNIVENDOR is also available in 8, 16 and 24 column Theatre models.



UNIVENDOR "120"
WALL OR FLOOR MODEL

A new compact 6 column, "120" shelf capacity Univendor. Incorporates additional Univendor features.

*All Model UNIVENDORS now available with optional quarter mechanism at slight additional cost, to vend any three combinations of 25c, 50c, 75c, or $1.00.

Inquire about the large shelf area to vend bulky packaged merchandise and sandwiches. (Optional).

Stoner Mfg. Corp. Aurora, Ill . . .

CUSTOM BUILT
The Aristocrat Line

INGREDIENTS

(Continued from Page 50)

pected to become a new and powerful influence on prices of many commodities, and the cocoa situation may be showing new developments by the time this issue reaches our readers.

Crop reports will grow in importance in the ingredients field by the week from now until harvests are completed. Early reports continue to be generally favorable, but first reports on new crop outlook for Spanish peanuts and spearmint had an unfavorable turn.

A digest of current reports on ingredients used in making merchandise follows:

Butter—Butter staged an early recovery from the February declines and the general trend is expected to be upward, although breaks in the market will occur at intervals. At the present time, shortages are being reported in some cities. Prices hold well above the same period in 1947, said to be due to heavy demand, smaller production and smaller storage holdings.

Chocolate—Increased buying by manufacturing firms began in March but most recent reports suggest a slower demand. As mentioned in the introduction, government action in its European aid program may start the downward trend in chocolate and cocoa prices that has been rumored for some months. Most recent price actions in the spot market have shown spotty fluctuations but the trend in March was downward. News reports have suggested that unrest among the population in the Gold Coast region may affect cocoa supplies, but supply houses say 80 per cent of cocoa purchased in Africa for the season ending Sept. 30, had already arrived in the U. S. or was en route by April 1. The candy manufacturing trade reports little difficulty in getting chocolate; in fact, some recent offers of coatings have gone unsold as manufacturers wait for price reductions. Chocolate processors report that candy manufacturers have used up all chocolate bought at 1946 prices and are now using more recent supplies bought at much higher prices. The candy trade is actively helping to encourage wider production of cocoa beans; the Brazilian crop may bring encouraging news soon. But England is increasing its use of cocoa butter, due to shortages of vegetable oils.

Cocoanut—New candy bars that contain cocoanut may increase interest in this ingredient. The year started off with larger exports from the Philippines than had been expected, and a copra boom is still under way there. U. S. markets have recently reported that dessicated cocoanut supplies dropped in April and trend is expected to last through May. Copra prices advanced over the last month.

Corn Products—Prices were generally holding steady during the past month. Demand for corn syrup began to pick up, probably due to more activity in ice cream field. Demand for dextrose reportedly slow and also for corn starches; lag in demand probably suggests candy and ice cream trades are waiting for lower prices. Demand for dextrine is reported to be strong.

Edible Oils—Candy and ice cream trades have increased demand for cocoanut oil; slight price declines were reported during the last month; general demand has been slow for cocoanut oil. Most recent reports suggest a demand greater than supply for some refined oils; prices have been increasing on soybean, corn and peanut oil. Current crop reports are favorable for future supplies of oils, but price trends are reported confused at the present time.

Eggs—Official reports predict less production of eggs this year than in 1947; that prices will tend to remain high; that more eggs will move into storage. Grocery trade reports predict decided declines in egg prices within the year. Processed eggs, liquid, frozen and dried, are at very low levels thus far this year, compared with previous years. Price trend on eggs during the last month has been downward.

Flavors—Flavoring manufacturers' association, scheduled to hold annual convention in New York City, May 23 to 26, has urged its members to cooperate with the Census Bureau in turning in data on the trade. Representatives of soft drink, candy and other trades will be speakers on the program. Demand for flavor oils has been slow thus far during the year, with supplies at ample level; prices have tended to be uncertain, but remaining high, due to world conditions. Exception to price trend has been citrus oils and soft drink and candy trades are reportedly now active in buying.

Honey—Market reports continue to reveal slow retail demand, with farmers complaining about prices.

Milk—Consumer demand for all dairy products continues heavy; retail prices have declined less seasonally than in 1947; consumption of fluid milk has been less than during same period last year; seasonal price trends are due for declines but level expected to hold above last year. Prices continue higher for processed milk, including evaporated, condensed and dry whole milk; storage holdings are lower and demand is strong. Government experiments on using powdered buttermilk in making candy still continue. Per capita production of milk and dairy products is above the annual average level.

Mint Oils—One of the first unfavorable crop reports related to spearmint; a plant disease threatens new crop to some extent in Indiana and Michigan. Reports on peppermint crop from State of Washington are favorable; outlook is for record production. Prices of oils on the market have tended to hold steady in recent weeks.

Nuts—Brazil nuts may become scarce due to disagreements of importers with growers on price terms; government has offered to support price of walnuts and filberts; pecan price support has been withdrawn until the new crop is ready; strong demand is expected for English walnuts. Spot markets have been quiet for weeks and prices remain fairly steady. Peanut and almond markets are reported in the column on Merchandise.

Soybeans—Price trend on soybean products has been slightly upward. Outlook for new crop shows prospect of an acreage slightly below the record acreage planted last year; even with the record crop last year, warehouse stocks have declined fast; soybean oil is now a big item in export trade. Prices of soybean, cocoanut and corn oil tend to hold about the same level per pound.

Sugar—One year ago, sugar was dominant in the news of ingredients; now, market reports tend to be routine, with prices holding almost steady. Commercial users did heavy buying toward the end of 1947, so that buying in 1948 has been less. Official reports on stocks held by commercial manufacturers suggest smaller holdings than in pre-war period.

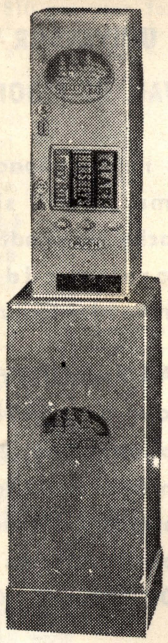
Tobacco—Market news is now routine, except that 1948 crop prospects will begin to get attention. Acreage quotas are now about 2 per cent less than 1947 quotas. A new scientific development may enable growers to increase production per acre by using copper sulphate as a fertilizer. Recent reports suggest that high cost of tobacco may be used as a plea for increase in manufacturers' price on cigarettes, as reported in the column on Merchandise. Average price for burley crop last year set a record.

IT'S TAKING
NORTHERN CALIFORNIA
BY STORM!!

CANDY BAR OPERATORS HAIL
SHIPMAN'S SELECT-A-BAR

THE OUTSTANDING PRECISION-BUILT
VENDOR ON THE MARKET TODAY

BEAUTIFULLY STREAMLINED TO ATTRACT
CUSTOMERS... PRICED FOR
OPERATORS PROFIT



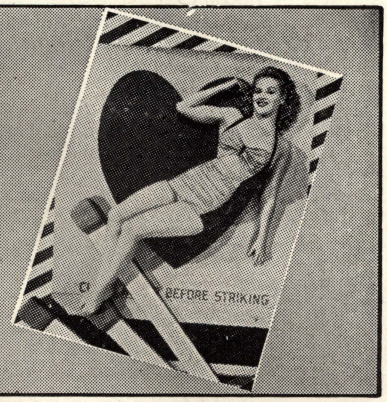
$59.50 F.O.B. FACTORY

(CONSOLE STANDS AVAILABLE AT MODERATE ADDITIONAL COST)

Dispenses practically ALL nationally-known candy bars, regardless of shape or size . . . Up to 100 bar capacity . . . Drop shelves, self-spacing—drops bars with slightest pressure of lever . . . Front display shows three varieties being vended . . . Anti-tip slug rejector . . . Gray hammertone baked enamel finish . . . Size of machine: 8½" wide, 9½" deep, 25" high . . . Size of console stand: base, 12 x 11 inches, 27" high.

STANDARD
SPECIALTY CO.
3021 38th Avenue
Oakland 2, Calif.
Phone ANdover 1-9037

CIGARETTE VENDING



New Corporation Buys DuGrenier, Inc.

HAVERHILL, MASS.—Miss Blanche E. Bouchard and Francis C. DuGrenier have organized a new corporation which has acquired the physical manufacturing assets of DuGrenier, Inc., the former subsidiary of A. M. I., Inc., Chicago.

The original Arthur H. DuGrenier, Inc., firm started business in 1928 and operated successfully down through the years. In October, 1945, Miss Bouchard and DuGrenier sold the company to A. M. I., Inc., and the new owners changed the name of the firm to DuGrenier, Inc.

The A. M. I. subsidiary had difficulty in getting started and in March, 1947, filed for a petition in bankruptcy under Section 10 of the Bankruptcy Act. The firm finally went into complete bankruptcy in January, 1948. The new corporation has acquired only the physical assets which were sold under liquidation proceedings and at all times, Miss Bouchard and DuGrenier retained control over the patents under which the DuGrenier, Inc., equipment was being manufactured.

The new corporate set up consist of Francis E. (Frank) DuGrenier as president and Miss Blanche E. Bouchard as treasurer. The offices and plant of the new Arthur H. DuGrenier, Inc., remain at 15 Hale St.

Hill, Agency Quit Luckies As Cig Sales Slump

NEW YORK—Major news developments in the cigarette industry revolved around the resignation (March 19) of George W. Hill, Jr. as vice president in charge of advertising, American Tobacco Co., maker of Lucky Strikes. He stated that disagreements on advertising policy led to his resignation.

The advertising agency handling the American Tobacco account, estimated at 10 to 12 million dollars annually, also resigned. Newspapers, trade papers and particularly publications in the advertising field, published reviews of the history of Luckies and also of the careers of the Hills, including grandfather, father and son.

A meeting of stockholders was held recently and announcement to the press said policies of the firm were upheld. Some newspapers had predicted a stormy session but news report said the meeting was quiet. Question of salaries paid to executives, which has been discussed many times, was passed on and motion for restrictions were defeated.

Newspaper reports said Lucky Strike sales in the first quarter of 1948 rose 8 per cent in dollar volume and 12 per cent in unit volume, while total industry sales had dropped 7 per cent during January and February. One other report said Lucky Strike volume was up 5 per cent for the first quarter.

Al Jolson's radio crooning of "If I Only Had a Match" resulted in this deluge of matches from S. M. Rosenberg, vice president and director of sales of Universal Match Corp., St. Louis. Al is shown receiving the matches from movie starlet Marietta Elliot.

C-Eight Building 1500 Vendors Per Month

NEW YORK—C-Eight Laboratories has completed its move from Newark, N. J., to New Bedford, Mass., and is readying an upped production schedule for its electric cigarette vendor. Firm occupies 125,000 sq. ft. of space in a three-story plant known as the City Mill property, and now employs over 300 factory workers.

VENDING MACHINE OPERATORS — —

Hold Your Present Locations and Open Profitable New Ones With Matchcorp

BUSINESS BUILDING BOOK MATCHES . . .

YOUR CUSTOMERS' OWN ADVERTISING BOOK MATCHES

You can supply users with attractively designed book matches with their own "ads" printed on them. Single or multi-colored advertising book matches made up to your order in lots of one case or more. You can buy as little as one case (2,500 books) or as many as you can use.

Cost surprisingly low! Let us show you how the net cost to you can be even less than you now pay for resale book matches.

RESALE BOOK MATCHES

We also offer resale book matches, including "Thank You—Call Again" designs, with open space on the front cover. Prompt shipment.

Send for samples and prices TODAY.

All of our book matches are vending machine packed.

MATCH CORPORATION OF AMERICA
Dept. WS2—3433-43 West 48th Place
Chicago 32, Illinois

Eleven Vendors At NATD Convention

CHICAGO—The 1948 annual convention and exhibit, under the auspices of the National Assn. of Tobacco Distributors, had a total of 11 vending machine firms among the list of about 315 exhibiting firms. The exhibit roster included several firms and their subsidiaries but a total of 315 names gives some idea of the size of the convention.

The NATD, formed 16 years ago, includes wholesalers of tobacco products in its membership, a group in the distribution chain of getting cigars and cigarettes to the consumer. It is considered one of the most progressive trade associations in the country, much of the credit going to Joseph Kolodny, managing director. Kolodny is well-known in the cigarette vending field and cigarette vendors have long had a place on the annual programs.

In its long record of conventions, the 1948 session was hailed as a new record of success. Registrations reached a high total of over 8,000 and the exhibits were also considered a record.

Tobacco wholesalers are in a transition period, actually an expansion into selling a variety of products, including tobacco products, candy, chewing gum, soft drinks and a wide assortment of sundries. They reach cigar and tobacco stores and the tobacco departments in thousands of other stores, total retail tobacco outlets being estimated at more than a million. Cigarette vending machines are added to this, with an estimated total of over 300,000 machines, according to the *1948 Source Book of the Coin Machine Industry*.

Exhibits of merchandise and equipment at the NATD convention covered four floors of the Palmer House, occupying over 300 booths and exhibit rooms in the hotel. The convention proper was held April 12-15 and was followed by a special sales manager's seminar lasting two days.

Firms exhibiting vending machines are already well known to the vending trade, and included chiefly firms making cigar and cigarette vendors. Manufacturers reported that sales of vendors were not large but that many important contacts were made. Many operators of cigarette vendors are members of NATD and some of them are leaders in the organization.

Among exhibitors of cigar and cigarette vendors were the following:

AMITY MANUFACTURING CORP., Perth Amboy, N. J., showing models of its cigar vendors through Stange-Sharenow, distributors. Vendor is made to sell 10-cent cigars of various brands.

CIGAROMAT CORP. OF AMERICA, New York City. Firm displayed two color models of its 3-column cigar vendor and a model of vendor having six columns, vending cigars at any two price levels.

COAN MANUFACTURING CO., Madi-

son, Wis. Firm showing its new *U-Select-It* cigarette vendor along with its well-known line of candy merchandisers. Vendor operates on 20 or 25 cents and is recommended for keeping inventory low.

EASTERN ELECTRIC VENDING MACHINE CORP., New York City. Showing its electric cigarette vending machine, well known as a postwar development. Manufacturer says production is now stable and that mechanism has demonstrated its sturdiness.

J. H. KEENEY & CO., Chicago, Ill. Showing its electric cigarette vendor in one model. The firm reported the largest order of cigarette vendors sold at the convention.

LEHIGH FOUNDRIES, Inc., Easton, Pa. Three models of cigarette vendors, including electric, and having modern advances in this type of machine.

MALKIN-ILLION CO., Irvington, N. J. Showing its cigar vending machines (for vending Phillies) that has long been known on the market as a pioneer in cigar vending.

NATIONAL VENDORS, Inc., St. Louis, Mo. Showing its standard cigarette vendor in two models, its new electric console cigarette vendor, and a new merchandising machine for candy, etc.

ROWE MANUFACTURING CO., Inc., Whippany, N. J. Showing its line of cigarette vendors, emphasizing the new clock arrangement with advertsing in motion and also featuring the new electric *Diplomat* model.

U-NEED-A VENDORS, Inc., Newark, N. J. Showing its new *U-Need-A Electric* cigarette vendor, in two models.

Exhibits of merchandise supplies, made by manufacturers and national distributors to appeal to wholesalers, also provided much for vending operators to see. At least 35 firms displayed cigars, and while most manufacturers of cigar vendors supply the merchandise in special cartons, the operator could gain considerable market information by studying the various offerings.

Cigarettes were shown by six manufacturers, and since vending machine operators tend to stick to the major brands, they were interested in Old Gold, Philip Morris and Raleighs. Other major brands were not represented among the exhibitors. About 20 minor brands could be seen on display.

Cigarette vending operators in most cases buy direct from manufacturers and some of the many problems which tobacco wholesalers discuss would interest operators. At least 35 round-table conferences were held during the four-day convention, covering many subjects of business management, sales problems, operation costs, advertising, public relations and others. Tobacco taxes were covered in one conference and some state tax officials were present to take part. NATD as an organization is very active in opposing state and city taxes on cigarettes.

Labor-management relations, wage-hour regulations, legislative outlook and other problems were considered in special meetings. The organization issues a digest of all conference discussions in an annual volume each year. Opportunities for vending machines were also considered in a round-table conference.

On the whole, tobacco wholesalers considered that the cigar industry is in a static condition and not making the progress it should. Meanwhile, trade and official reports show that cigars in the popular price field sell better than ever.

Wholesalers have also weighed the prospect of discontinuing the handling of cigarettes, due to the small margin of profit and other reasons. Operators of vendors, other than wholesalers, enjoyed the many ideas advanced in a pro-and-con debate on this subject staged as a part of the convention program. Important sales data on cigarette sales and profits had been collected by Dun & Bradstreet, in a recent survey.

Penn. Cig Association Discusses Tax Ordinances

WILKINSBURG, Pa.—Taxation occupied the spotlight at the recent meeting of the Cigarette Merchandisers Association, Inc. It was pointed out that the Boroughs of Mt. Oliver, Denora, North Belle Vernon, Springdale, Braddock Hills, and Monessen; and the cities of Clairton, Monongahela and Ambridge either have enacted laws or have ordinances under consideration to tax cigarette vending machines anywhere from one to twenty-five dollars per machine. The association believes that such laws are unconstitutional and a program to combat them was discussed. It was recommended that the association or NAMA be contacted before any such tax payments are made.

DESTINED TO REVOLUTIONIZE CIGARETTE SALES EVERYWHERE

The KEENEY DELUXE ELECTRIC

CIGARETTE VENDOR

Handsome—the very ultimate in streamlined cabinet design with beautiful backlited mirror set off by rich dubonnet color and highly polished trim. **Electrically operated**—smoothest performance of all. 62″ **high,** 35½″ **wide,** 15″ **deep** with nine double columns! The Keeney Electric Cigarette Vendor will GET and HOLD any location. Write for new circular now...today!

J. H. *Keeney* & CO., INC.

THE HOUSE THAT JACK BUILT

2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

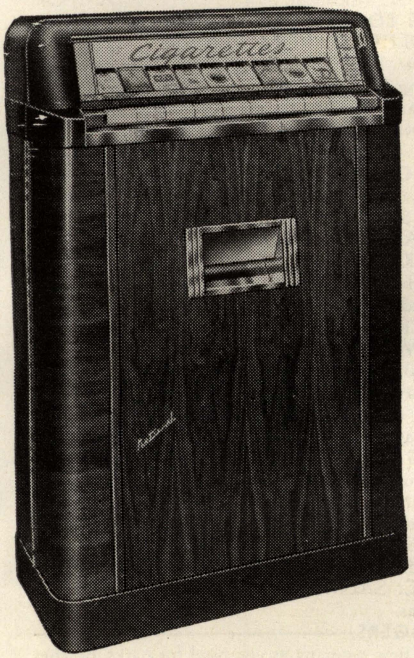
—NOW ON DISPLAY—

IN THE SHOWROOMS OF

BADGER SALES CO., INC.

2251 West Pico Blvd. Los Angeles, Calif.

Now, you can equip all postwar NATIONAL CIGARETTE MERCHANDISERS with Automatic CHANGE-MAKER



NATIONAL 9EC

Sensational new Electrically-operated Console-Type Cigarette Merchandiser with built-in Change-Maker and other exclusive NATIONAL features. Accepts nickels, dimes, quarters—returns 5c or 10c change.

NATIONAL always looks ahead... always protects the Operator. All NATIONAL Postwar Merchandisers are built to accommodate mechanical improvements as they come along—next week, next month, next year. That's why NATIONAL'S marvelous new nickel Change-Maker can now be added to any Postwar NATIONAL Cigarette Merchandiser. NATIONAL keeps coming up with sensational mechanical improvements... without making your present NATIONAL Merchandisers obsolete — without impairing your investment. Look at NATIONAL Merchandisers . . . study NATIONAL policies... and you'll find it pays to operate NATIONAL.

NATIONAL VENDORS, Inc.

5055 NATURAL BRIDGE AVE. • ST. LOUIS 15, MO.

ED. BROWN, Inc.
2808 McKinney Ave.
Dallas 4, Texas

L. H. CANTOR, Inc.
11219 Superior Ave.
Cleveland 6, Ohio

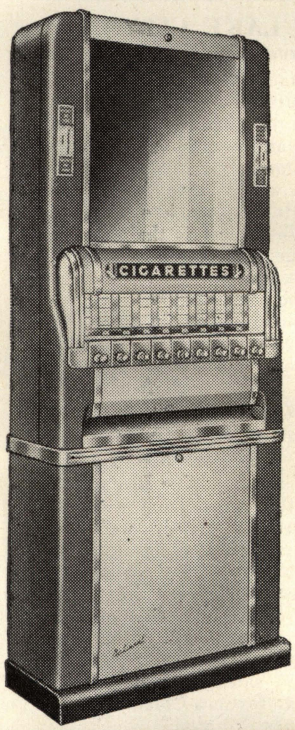
WALTER J. CUTCLIFFE
173 Peters St., S. W.
Atlanta 3, Georgia

JACK G. KELNER
3728 W. Division St.
Chicago 51, Illinois

E. C. McNEIL
713 So. Westmoreland
Los Angeles, Cal.

MARVIN L. PIERSON
5055 Natural Bridge Ave.
St. Louis, Mo.

WEIDMAN NATIONAL SALES
5911 Fourth Ave.
Detroit 2, Mich.

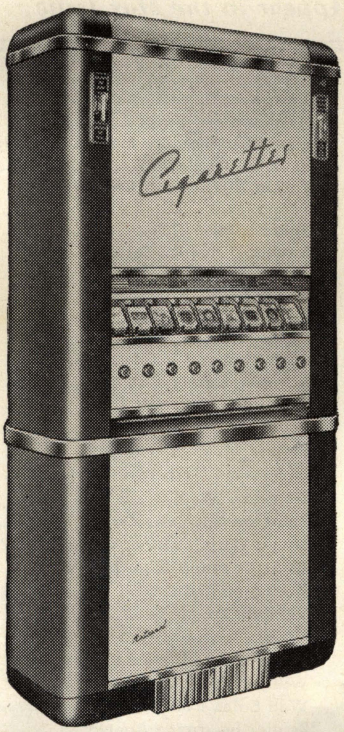


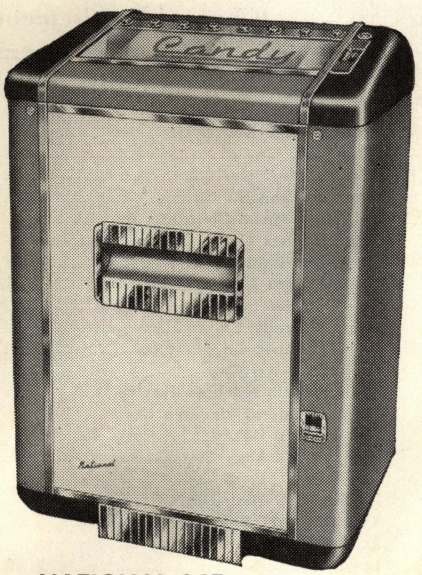
NATIONAL 9M

The finest Manually-operated Conventional-Type Cigarette Merchandiser. Can be equipped on location with NATIONAL'S marvelous new nickel Change-Maker. Another NATIONAL "First" and "Exclusive."

NATIONAL 9E

As it stands, the finest Electrically-operated Conventional - Type Cigarette Merchandiser. And now you can make it still more modern, still more efficient —by equipping it with the new NATIONAL nickel Change-Maker.





NATIONAL 8CE

America's only Electrically-operated Console-Type Automatic Merchandiser for Candy, Cigarettes and other items. Another NATIONAL headliner.

only NATIONAL MERCHANDISERS are truly AUTOMATIC!

BARGAIN Mart

10c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS
Tubular 1c, 5c, 10c and 25c guaranteed heavy paper, 75c thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

CIGARETTE AND CANDY VENDING
Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (FMA-P) (TF)

NEW AND PRECISION REBUILT
LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum, stick gum, and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

WANTED!
Telescopes. Cash paid for all types of coin-operated optical instruments. COAST INSTRUMENT COMPANY, 5621 Corryne Place, Culver City, Calif. (MAM-P)

FOR SALE
6 Mutoscope Photomatics, last pre-war models, $275 each, crated; 3 Bally Hi-Hands, clean, $49.50 each; Bally DeLuxe Draw Bell, like new, $345. KING-PIN EQUIPMENT CO., 826 Mills Street, Kalamazoo, Mich. (MAM-P)

CHARMS DOUBLE, TREBLE PROFITS
in Bulk Vendors! Write quickly for details. Lowest prices on plastic and metal charms, stone and cameo rings, gold and silver wedding rings, knives, dice, jacks, skulls, balloons, bells and jumping beans. BECKER VENDORS, 105-4 Dewey, Brillion, Wis. (TF-C)

SCALES WANTED
Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

AGENTS WANTED
Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

FOR SALE
10 5c Candy Vending Machines, Vendit 150 Bar Super Selective with base, 1947 and 1948 models. Slightly used. In good working order. $90.00 each. ILLINOIS MECHANICAL CANDY SALES, 1148 West Van Buren Street, Chicago 7, Illinois. (MJJ-P)

OVERESTIMATED OUR MARKET
Have 100 Sunshine Biscuit NIKS machines for sale, all or part. Practically new. At considerable sacrifice. RAY CONARD, 3315 Main St., Kansas City 2, Mo. Telephone VAlentine 7402. (AMJ-P)

WANTED TO BUY
Master peanut and ball gum machines. Write ANDREW H. REED, 1018 Bales, Kansas City 1, Missouri. (MAM-P)

WANT MUTOSCOPE
or Buckley Diggers. Will pay top prices. Am not a dealer. J. A. BLASH, Box 383, Pico, Calif. (MAM-P)

SANITARY NAPKIN MACHINES
Sanitary napkins, Latex machines, Latex, also packages for all napkin and Latex machines. Service—Quality. The BEST for LESS. SANITEX COMPANY, 14182 Meyers Road, Detroit 27, Michigan. (AMJ-C)

FREE BOOKLET
"DOLLARS FROM PENNIES" gives the "know how" of bulk vending. Write quickly stating whether you now operate bulk vendors or are interested in beginning. BECKER VENDORS, 105-4 Dewey, Brillion, Wis. (M-C)

RAZOR BLADE VENDORS
6 Razor Blade Vendors—practically new—cost $46.00 each, sell 6 for $180.00. JOHN SMART, 626 Evans, Newark, Ohio. (M-P)

BULK VENDER OPERATORS
Maybe you THINK you know the lowest priced supply sources . . . but do you? Write BECKER, 105-4 Dewey, Brillion, Wis. (M-C)

NEW COIN COUNTER
$1.00. Counts pennies, nickels, AND dimes. Lightweight, fits the pocket. Counts money in half the time. Send $1.00 with order. We prepay postage. ABBEY MANUFACTURING CO., 1917 South Bronson Ave., Dept. 4, Los Angeles 16, Calif. (MJJ-P)

COIN RADIOS
I have over 300 Console Model coin-operated radios. Other business needs capital. Will sacrifice radios at less than book value. Write T. C. SALMON, 3245 Waits, Fort Worth, Texas. (M-P)

DIGGERS
Buy now, as many as you need for parks, beaches and arcades. 10 Juniors, $49 each; 8 Panamas, $45 each; all hand operated. Mutoscope Roll Chutes, Iron Claw Diggers, Buckleys, Exhibit Merchantmen. NATIONAL, 4243 Sansom, Philadelphia 4, Pa. (M-P)

Industry Builders

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*Advance Automatic Sales Co.	30	Norsoamerica	48
Badger Novelty Co.	14	*Northwest Sales Co.	8
*Badger Sales Co.	14, 56	Northwestern Corp.	38
*Bally Mfg. Co.	5	*Operators Vending Machine Supply Co.	47
Buckley Mfg. Co.	12, Cover IV	Packard Mfg. Corp.	19
Burcham, Don H., Co.	52	Parent Distributing Co.	46
California Music Operators Assn.	17	*Permo, Inc.	27
*Chicago Lock Co.	36	Pollard, M. A., Co.	33
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*General Music Co.	Cover IV	*Runzel Cord & Wire Co.	23
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*Ideal Weighing Machine Co.	49	Scientific Lubricants Co.	9
*Illinois Lock Co.	38	Seeburg, J. P., Corp.	Cover II
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*Jennings, O. D., & Co.	6	*Silver King Corp.	48
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*Leuenhagen, W. H., & Co.	24, 26, 27	United Mfg. Co.	3
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Match Corp. of America	55	Western Distributors	32
Merge Studios	9	Williams Mfg. Co.	31
Metro Distributing Co.	40	Wolf Sales Co., Inc.	21
Miller, M. A., Mfg. Co.	20	*Zeigler Insurance Agency	8
National Vendors, Inc.	57		

*This firm also advertises in the current issue of the SOURCE BOOK OF THE COIN MACHINE INDUSTRY—the only complete and accurate directory in the field. Copies may be obtained by addressing THE REVIEW, 1115 Venice Blvd., Los Angeles 15, California.

SALT LAKE CITY

(Continued from Page 49)

ketball player and partner in the Vogue Western, distributors for AMI, nearly got to go over to Europe again. He was there during the war and was shot down over the English Channel.

This time it would have been much more pleasant. He was coach of Bittner's, a team on the West Coast in the American Basketball League.

Before the season drew to a close, Laddie was in there pitching with the boys at Madison Square Gardens, in New York, and they were runners up in the battle for the Olympic Team accolade.

Mel Dorius

Biscuit Sales Increase With Beverage Vendor Tie-up

NEW YORK — Statler Manufacturers Corp., makers of the Sunshine Biscuit *Niks* vendor, report that sales from their machines have increased greatly every time the vendors were placed alongside a beverage machine.

The firm cites two recent instances—Dispensers, Inc. of Atlanta, Ga. and Cup Machine Service Corp. of Wilmington, Delaware — where such a merchandising tieup has boosted sales; biscuit machines were spotted next to Coca-Cola, hot coffee and milk machines.

Statler also reports that colleges and schools throughout the country have accepted the *Niks* machine in a most receptive manner.

Now... BETTER MUSIC *that means* BIGGER PROFITS FROM WURLITZER 1100s

ZENITH COBRA TONE ARM

Records played over 2000 times retain 95% fidelity... (test it yourself!)

Selling music is much like selling anything else. The better the quality the bigger the sales.

That's why the pace-setting new Wurlitzers have the power to make people play them over and over again. Only from Wurlitzers, with the famous Zenith Cobra Tone Arm, can you hear tone so sparkling, so natural that it's like hearing the artists in person!

And with conventional pickups, record fidelity starts to fall off at from 50 to 300 plays—and falls off FAST. With the Zenith Cobra Tone Arm, records still have 95% fidelity after 2000 plays.

With less than ⅔ ounce pressure on the record, the Zenith Cobra Tone Arm reduces record surface noise, prolongs record life. Yet it faithfully reproduces the finest modulations, produces clear-as-a-bell tone that sets new high standards for recorded music.

Replace your old phonographs that take in too little, cost too much to service. Trade them in on Wurlitzer 1100s. Put your route on a good profit paying basis by moving a better paying phonograph into every location.

CLARK DISTRIBUTING

Exclusive WURLITZER *Distributors for the Pacific Coast*

SAN FRANCISCO	LOS ANGELES	SEATTLE
415 Brannan St.	1854 S. Western Ave.	906 Elliott Ave., West
SUtter 1-5342	REpublic 4155	GArfield 0427

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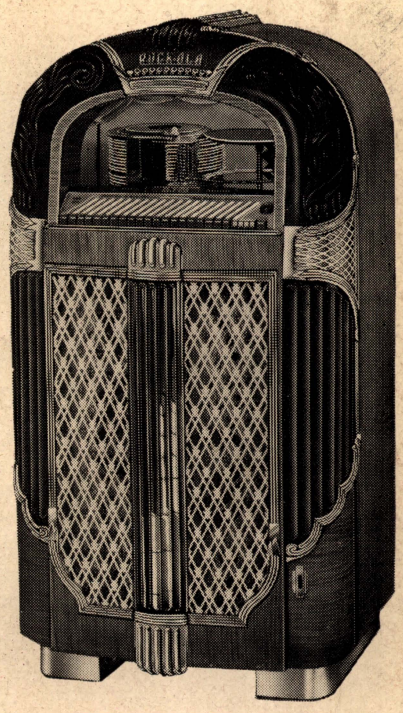

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